

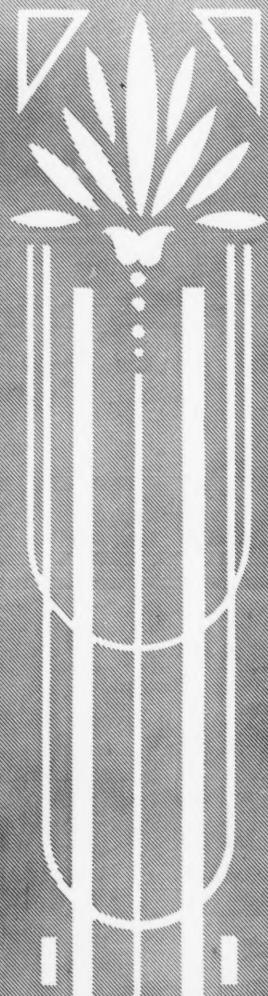
The AUTHOR & JOURNALIST

9001

Official Organ
National Association
of Business Writers



Official Organ
The American Fiction
Guild



THE LAST SHORT MILE OF THE DETOUR

By SEWELL PEASLEE WRIGHT

A PSYCHOLOGY OF FICTION TECHNIQUE

By DAVID RAFFELOCK

MUSIC MARKETS TO SOOTHE THY BROW

By JOSEPH RUSSELL

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THE AUTHOR & JOURNALIST

THE AUTHOR & JOURNALIST

Published Monthly at 1837 Champa Street, Denver, Colorado

Founded 1916. Single copies, 20 cents; Subscription, \$2.00 a year, in advance; Canadian and Foreign, \$2.50 a year. Entered as second-class matter April 21, 1916, at the Post Office at Denver, Colorado, under the act of March 3, 1879. All rights reserved.

Advertising rates: \$3.50 per inch; quarter page, \$12.50; half page, \$25; full page, \$50. Write for time discounts.

Official Organ: The American Fiction Guild; The National Association of Business Writers.

WILLARD E. HAWKINS, Editor

14

JOHN T. BARTLETT, Business Manager

Associate Editors: David Raffelock, Harry Adler, John T. Bartlett, Frank Clay Cross, Thomas Hornsby Ferril, Doris Wilder.

VOL. XIX

DECEMBER, 1934

NO. 12

AS IT APPEARS TO US

POLICY

Here are a few criticisms of the AUTHOR & JOURNALIST system of publishing market tips—with appended comments. The editors do not in the least resent criticism of the magazine. In fact, we study such comments carefully and they help to shape our policy. We realize, moreover, that when criticisms are made which we believe to be unjustified, an explanation will clarify matters. The correspondent makes these points:

1. We frequently see in the A. & J. such items as this: "So-and-so magazine desires material of such-and-such kind, but does not pay for material." If a periodical doesn't pay for material used, it shouldn't be given space in the A. & J.

2. The A. & J. is cramped for space. Why record that "So-and-so Publishing Co. specializes in books written by its own staff." Who cares about these people and their staff?

3. If the A. & J. doesn't have accurate information about a magazine it shouldn't give it market space at all. For instance, a certain magazine "is reported heavily overstocked." Is it overstocked, or isn't it? Dammit, writers don't want rumor, they want facts.

4. Many of the listed magazines are indicated as paying from—say 1 to 3 cents—a word. Which means that staff writers get the top-notch price and slush writers the minimum. Why not list only one price, the minimum? Regular writers are in direct contact with the editor; it's only the new writer who needs to look for the rates a certain magazine pays. And why dupe him into believing he's going to get 3 cents a word when the check amounts to 1 cent or less?

I have no grievance against the A. & J., except that I think it should tighten up a bit. Even at that, it's the most dependable writers' magazine on the market today.

Let's give our point of view, taking up the criticisms one by one.

1. A magazine makes its appearance. John Q. Scribbler learns about it, or runs across a copy. He is considering the submission of some material to it. Then he reads in THE AUTHOR & JOURNALIST that the magazine does not pay for material. He is thereby saved postage, time, and wear and tear on his manuscript. We feel that it is part of our province to warn writers

that certain publications do not pay for material. A secondary purpose, of course, is served by acquainting readers who merely want to see their work in print with these opportunities. Sometimes publications have a "mission" with which certain writers are so deeply in sympathy that they would like to contribute their message gratis. However, we probably would pay no attention to the non-paying markets if it were not that doing so serves as a warning and saves our readers the trouble of learning by more devious and difficult methods of their non-paying policy.

2. When we inform readers that a magazine or publishing house uses only material produced by its own staff, we feel similarly that we are rendering a service by warning readers of the fact. And no reader need feel that negative information, dealing with non-paying markets or publications which are not in the market, displaces useful information on paying markets. As market tips are turned over to the printer, they are divided into three classes: first, second, and third choice. The first class includes all "must go" items—those of greatest importance and timeliness. The second class includes those of less importance or those which can be used later if necessary. The third class includes items of the type our correspondent mentions. They are used only when, as, and if space permits. When important tips are received after the pages are ready to go to press, items of the third class are lifted out to make room for these of greater value.

3. The term, "a magazine is reported to be" overstocked, or in the market for material, or the like, usually indicates that we received the information from sources believed to be reliable, but not directly from the publication itself. The information is probably correct, but was received too late for complete verification. It should, however, prove helpful in guiding readers to probable conditions in the market involved.

4. We can't help disagreeing with the correspondent on the point that only minimum rates should be quoted. It is true that the minimum in most cases is the rate that probably will be paid to a new writer. However, the writer is not compelled to accept this minimum, and knowledge of what the magazine *can* pay, if it is forced to do so, may prove valuable to him in attempting to boost the rate. It also shows him what he may expect to earn when he becomes well established with the publication.

This is our point of view. What do others among our readers think?

"COOPERATIVE"

The "pay-as-you-enter" type of anthology, to which THE AUTHOR & JOURNALIST devoted editorial attention in the November issue, received a broadside also from the autumn issue of *Silhouettes*, the attractive poetry journal published at Ontario, Calif., by James Neill Northe.

Mr. Northe, in fact, gives quite a formidable list of these poetry anthologies, into which aspiring poets can buy their way if so inclined. The publisher of such an anthology, by the way, never refers to it in such crude terms as above employed. His venture always is "cooperative" publishing.

GREETING CARDS

The annual Handy Market List of Greeting Card Publishers, a regular feature of the January issue of THE AUTHOR & JOURNALIST, is now being compiled for publication next month. Accompanying it will be another instructive article on the subject of greeting-card writing, by Miss Doris Wilder, whose article, "Greeting Card Writing and Selling," in the January, 1933, issue, has been declared by many the most comprehensive manual on the subject ever published. It was followed by an equally helpful article in the January, 1934, issue, in which Miss Wilder wrote of "Greeting Card Verses That Did Not Sell—and Why."

A. F. G. OFFICERS

The new national officers of the American Fiction Guild, chosen at the election held the last of October, are as follows:

President: Norvell W. Page.

Vice Presidents: Erle Stanley Gardner, Albert Richard Wetjen, Leo Margulies, Willard E. Hawkins, Sewell Peaslee Wright, Carroll John Daly.

Secretary: Wallace R. Bamber.

Treasurer: Viola Irene Cooper.

The national headquarters of the American Fiction Guild have been transferred from 178 Fifth Ave. to 250 Riverside Drive, New York.

Norvell W. Page, newly elected president, in his speech of acceptance following the counting

of the ballots on October 31, told some of the things he hoped to achieve during the coming year. First and foremost, he stressed the need of increasing the already widely representative membership. Second, he urged the establishment of more working chapters throughout the country. Third, he advised investigation and weighing of the magazine publishers' code as applied to writers. Fourth, he outlined methods and opportunities for obtaining publicity for members. Fifth, he promised that a continued effort would be made to build up the list of specialists who supply members with information on various subjects.

Arthur J. Burks, retiring president, whose ceaseless energy in behalf of the guild and fiction writers in general furnishes an inspiring example to future administrations, consented to serve as a committee of one to press a motion-picture deal of great interest to members.

Doone Martinsen was continued in office as executive secretary of the organization.

THE AUTHOR & JOURNALIST was strongly in favor of The American Fiction Guild when it was first projected. Our feeling at that time was that the men and women behind the movement were of a caliber that would insure its standing and its value to writers. We are more than ever sold on the Guild at this time. Its services to members have been many and important. It has built up a membership of consistently high standard. Many of the best-known names in the all-fiction field are found on its roster.

Those who are not now members, and who would be eligible, can do nothing which will better serve their interests and the interests of all writers, than to join. The appended application for membership indicates the eligibility requirements and may be clipped for use.

APPLICATION FOR MEMBERSHIP

Norvell W. Page, President,
American Fiction Guild,
250 Riverside Drive,
New York City.

I hereby make application for membership in the American Fiction Guild. I certify that I have published five stories or articles in magazines of national circulation, that I am an illustrator, or have published one novel (not at my own expense); or that I am a publisher of magazines or books. I understand that the membership fee is ten dollars a year, which I agree to pay as follows:

(Some payment should accompany application)

Name _____

Address _____

THE LAST SHORT MILE OF THE DETOUR

. . . By SEWELL PEASLEE WRIGHT



Sewell Peaslee Wright

WELL, folks, it seems that there's a pretty general interest in plotting (I was rather sure of my ground!) and our mutual friend, the Editor, has given me the high-sign to proceed with a detailed discussion of that part of the "Detour Theory" story which lies between *G* and *I*. (See page 7.)

You will recall, I hope, the emphasis which I laid upon the fact that *G* should be close, very close, to *I*. When I say "close," I am speaking actually of wordage, although in our allegory, distance is used to represent wordage, as you probably understand.

The spot *G* is the point at which our hero finds himself in a terrible pickle, just at the moment when victory (*I*) was in sight. The intermediate factor, *H*, is the device by which he suddenly overcomes this last problem; the river over which the bridge *H* leads is suggestive of the fact that the route from *G* to *I* is not utterly devoid of hazard.

Briefly, the section from *G* to *I* is an exceedingly brief repetition, so far as physical form is concerned, of the section from *A* to *G*. In other words, we perform our trick twice: the first time very slowly and in detail (from *A* to *G*) and the second time, with all the speed of which we are capable (in the *G* to *I* section). Let me take time out for a moment to make clear the points of similarity, as well as the differences.

When we started our story, we had a quick, easy way of achieving our ends: The No-story Highway. But that was blocked by an obstacle, at *B*, so we took our detour. Things happened along the detour, but our hero won out each time . . . until the point *G* was reached.

Now, from *G* to *I*, we have the same motivation (the same desire to reach *I*) which we had at the beginning, but our path is blocked, now, by our predicament at *G*. We take a detour,

Mr. Wright desires to thank the many, many persons who so kindly wrote him their appreciation of the first article on "The Detour Theory" of Plotting" in the October A. & J. The very number made it impossible for him or the editors to respond personally. Their letters really were heart-warming, and this article is, we hope, a satisfactory response.

BUT this time it is not a long detour, fraught with numerous dangers. This detour is exceedingly short; one great leap across a chasm of danger, and *this "detour" is successful*, instead of depositing our hero at another spot like *G*. Unless, of course, you go Russian on us; in that case, your *I* will be another *G*, and so hopeless that you'll not attempt to go on. But we're not talking of Russian endings, which, as everyone knows, go very poorly in these United States.

Do you see, now, why I say that the average modern story is a trick done twice; the first time slowly, and the second time very rapidly? The first time, we permit our reader, in some degree, to guess what's coming; we move slowly enough so the reader can look ahead. He thinks he knows just how and when we're going to arrive at *I*, and then, at *G*, we show him he's all wrong. Then, with the same motivation and the same hero, but with a different obstacle and a new detour, we quickly, almost breathlessly, reach *I* before the reader can guess how we're going to do it.

I hope you'll take time out long enough to read over the foregoing, and think it over, until you see for yourself that the majority of modern stories really are, in form, a repetition of the same plotting trick, done in two tempos. This understanding is quite important to a comprehension of what follows.

Please remember a point brought out in the previous paper: that the nature of the *G*-to-*I* section of the story, as I have described it, does distinctly NOT mean that we must utilize the so-called O. Henry, or "trick," ending. We may use it, of course, but it is not at all essential.

There were some very good examples of the Detour Theory type of plotting in the November issue of *Cosmopolitan*. Dig up your copy, if you can; if not, borrow one. If you can't do either, go ahead anyway; I'll try to make things clear even though you haven't, and don't, read the stories under discussion.

Hagar Wilde's story, "Woman Overboard," is an interesting subject for comparison. Very briefly, here's the story: Alec, married to an unfaithful and tyrannical wife, Caroline, is in love with Lissa. Lissa is also loved by Jake,

Alec's good friend. Caroline tries always to get her own way by making threats and scenes; she tries this once too often, and is drowned. Alec feels that now he and Lissa can never marry; that Caroline will always be between them, and that the scandal of his marrying the woman over whom his wife committed suicide (as the press had it) would eventually make Lissa hate him. Lissa does not hold to these views, but every effort to convince Alec she can stand the roar of the guns fails. Many trials and tribulations come to an end in Havana, during a riot. Lissa, disgusted with Alec, practically proposes to Jake, who loves her hopelessly. News of their engagement is given a scandal-mongering newspaper man. Then Jake is gravely wounded by rioters. Lissa and Alec spend sleepless days and nights at the bedside. In the end, Jake comes around . . . but not before Lissa and Alec have learned that nothing counts except life and love; that little things are terribly trivial. Jake has never really agreed to marry Lissa, knowing she doesn't love him, so that angle is neatly cared for. Clinch and curtain.

See how the story conforms? There is a primary obstacle in the fact that Alec is married; the principal obstacle, however, is the possibility of unhappiness resulting from Caroline's accidental suicide (that's really what it was). The suicide, in other words, was point B. We won't go into the C, D, E, and F points, although you'll readily find them in the story itself. Note what a beautiful G element we have in the engagement of Lissa and Jake, clinched as it is (clever touch!) by giving the news to the papers.

The H element, of course, is the accident to Jake, which brings Alec to a realization that all things are petty, save life and death. With that realization, happiness (good old point I!) is achieved . . . and you'll love it. The story, I mean.

In the same issue is a short yarn by Somerset Maugham: "Appearance and Reality." A delightful, utterly unmoral story of a French Senator and a Mam'selle *tres jolie*. Or is my A.E.F. brand of French a bit screwy?

Anyway, the Senator and Lisette achieve happiness in a little love-nest, after overcoming a number of obstacles. Then, Bam! Element G is introduced as the Senator comes home to find his so intriguing Lisette in the arms of a lover. All seems lost, naturally.

But Lisette finds a way out. The Senator's hurt pride is assuaged, and all is well: Lisette will marry the lover, and continue her relations with the Senator, thus making the Senator the clandestine lover, and planting the symbolic horns on the forehead of the rival. Clever, these French!

It is desirable, at this point, to emphasize the

value of having plants in our story to help us out with our ending. If we do not properly plant the necessary information earlier in the story, we shall run up against three problems in ending it properly: we may have difficulty in making the story believable, we may make our reader feel we have been unfair in introducing essential information at the last minute, and we may clutter up our ending with explanations . . . one of the worst of all ending faults, perhaps.

The first of these difficulties arises from the fact that information given the reader just because the ending we have in mind calls for it, makes the reader feel that the story is artificial, not natural. The second difficulty hinges on the first: the reader feels that you have been unfair if you haven't given him all the essential information, and thus allowed him a fair break in his effort to outguess you. The third difficulty has bothered all of us at one time or another, and, I'm sure, needs no elucidation.

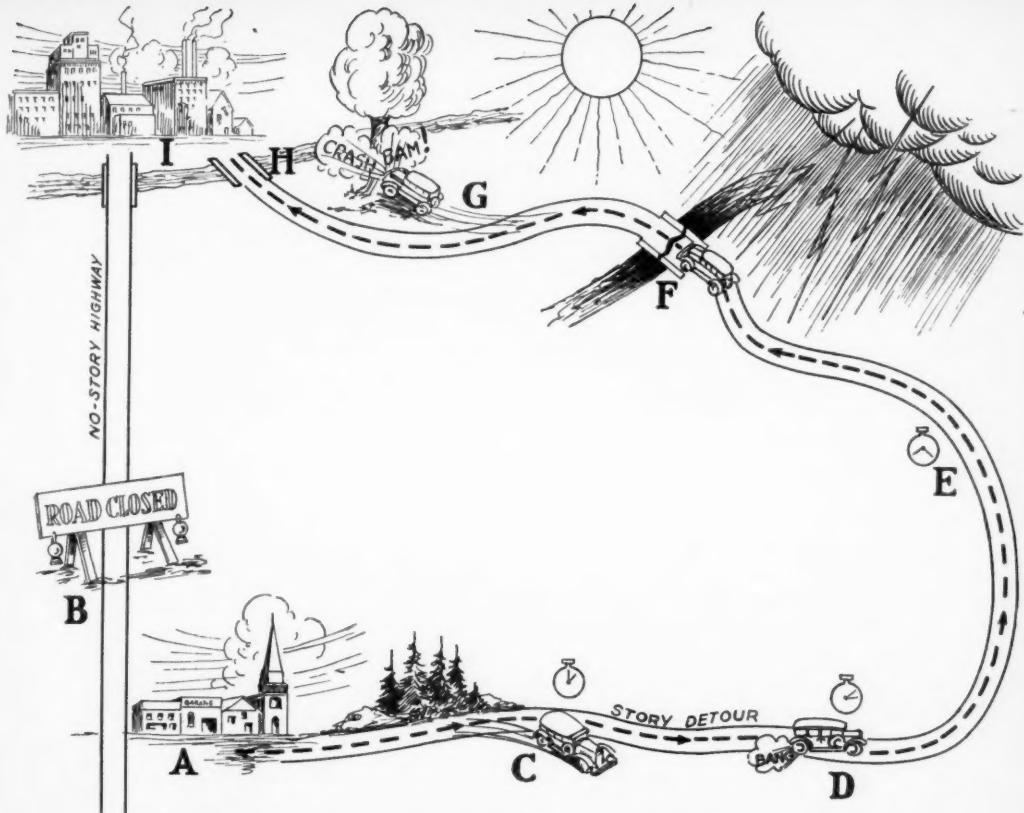
As a practical example, let's take one of the possibilities suggested in the previous paper as an end for our allegory: that Jason, our hero, achieves his purpose by signalling his vital message to someone at I, instead of delivering it in person, as originally planned.

Now, we won't have to plant the windshield glass and the bright metal foil from the cigarette package, with which our clever lad constructs the mirror with which he heliographs . . . although a casual mention of his smoking a cigarette would help to make the production of that vital cigarette package a perfectly logical thing.

But we will have to plant our hero's ability to send Continental code, or we're going to be under suspicion at the end of our story, sure enough.

This could be done in several ways. In recapping our hero's life, we might mention his roving disposition; that he had been a race driver, a radio operator on board a British tramp, a sapper in the Great War, and a deep-sea diver. Friend reader might readily believe that this information was introduced merely to show what a reckless, devil-may-care sort of fellow Jason is . . . but when the time comes for Jason to do his heliographing, our reader would have to admit we'd told him Jason knew his code. We'd take care of the receiver in much the same fashion, bringing in his or her knowledge, or the possibility that Jason might have imparted such knowledge to his friend, as casually as possible.

Going back once more to the two stories in *Cosmopolitan*, note how very cleverly in "Woman Overboard," the unusual affection between the two men and the woman is planted.



In order to make the accompanying discussion easier to follow, the diagram which accompanied "The 'Detour Theory' of Plotting" in the October issue is here reproduced.

The story opens with the fact that Jake has just knocked out a man who was cracking wise about Lissa and Alec. All the way through, this affection is emphasized time and again . . . so that, when the tide turns as it does, the reader is prepared to believe that the anxiety of Lissa and Alec over Jake's condition was really deep and significant enough to effect the change of heart the writer tells you is effected.

In Maugham's story, what seems to be a slow start proves later to be the medium of rationalizing, to an American reader, a code of morals which is a bit difficult for us to comprehend. Not only in the opening, but throughout the story, we are shown that over there we must see things from a viewpoint somewhat foreign to our normal one. When the solution previously mentioned is offered by Lisette, we see and believe it as a real solution; we are as happy over it as is the ardent Senator himself. *Voila!*

Good plants are essential to a good ending in nearly all stories; I believe a consideration of our detour theory of plotting will make the reasons for this very clear indeed, and perhaps induce you to give more thought to this important matter.

Perhaps you have wondered why our detour theory map shows a river (symbolic of an obstruction) to be crossed by the bridge, H . . .

the solution to all our hero's problems. "Surely," persons have said to me when discussing this theory, "our hero's predicament at G is enough, isn't it? Why isn't that a sufficient obstacle, without the river?" It's a reasonable, sensible question.

However, the river, while not always essential, is often desirable to keep our hero from getting out of his predicament (at G) by some unspectacular, slow, and uninteresting method; in our allegory, for example, by merely walking or running the distance between G and I. He can't swim the river, with its swift, swollen current (remember the stream and the bridge which went out, back at F?) and he must therefore find or build the bridge, H.

In other words, the river, that final obstacle, assists materially to make what happens at G a real, upsetting problem indeed, *and blocks, in the reader's mind, any possible solution*. It backs up the situation at G, and causes the reader to feel, "Well, there would have been some hope for him if it weren't for the river, there, but as it is . . ." And when a reader feels like that, and you're smart enough to create a successful conclusion which is reasonable and honest and interesting, your reader is naturally going to glance back at the first page of the story and see who wrote it . . . so that he can keep a

weather eye peeled for more stories by the same writer.

He may even drop Ye Ed a line or two, informing him what a swell story it was, and if such fan mail ever hurt any writer's sales, I haven't heard of the case.

This is really all there is to the theory of plotting by the so-called "Detour Method," but I'm going to tack on a little practical thought, just for good measure.

Next time you sit down to think out a story, roll a sheet of paper into the old mill, and type the following reminders down the center of the page:

B
A
A to C
C
C to D
D
D to E

and so forth, leaving space enough between each entry for the skeleton of the action which fits into the story at that point.

For example, under *B*, the starting point of the story, you will describe the obstacle which our hero has encountered, and under *A* the initial facts the reader needs and which will probably be recounted as a flashback.

Under "*A to C*" you will jot down his first effort to reach his objective, ending for the moment with *C*, the first set-back incident. The rest of the action of the story should be classified under the heads which follow . . . and you'll be surprised, I believe, to see how a story will grow, and how logically it will grow, if this little device for turning the Detour Theory to practical use is given a fair workout.

Remember, however, that your *G* element, and the two following, may not be, actually, *G*, *H*, and *I* on the map of any particular story you create. They may be *F*, *G*, and *H*, or *H*, *I*, and *J*. There's nothing arbitrary about the number of incidents from *A* to *G*; you may have more or fewer than I have indicated on the map, which may be regarded, perhaps, as typical, but nothing more than that.

Personally, I find that plotting a story in this fashion is simple, direct, and, above all, productive of logical, well-knit stories. It is not a magic formula which will make a successful writer of a tyro overnight, but it will assist the thoughtful and intelligent tyro to do better work, and I do sincerely believe it will help the producing writer to do his work more easily, and to increase his sales-to-production ratio.

I close, unwillingly on a word of protection for myself: I am perfectly aware of the fact that many good stories do not follow the detour theory. One of my own, in the October issue of *Good Housekeeping*, does not; the *G* spot is not very near the end, and the hero goes underground for a considerable period of time. You see him burrowing along, but you don't know what he's doing under there, although you could guess. The story ends when he emerges triumphantly.

This is one variant; there are many others. The point is simply this: not all good stories follow the detour theory of plotting, but any story which does is, at least, structurally sound.

And that, in these days of strong competition, is something, brothers and sisters of the craft; most decidedly it's something!

WHY NOT PLOW THEM UNDER?

Editor, Author & Journalist:

Since I took your course some years ago, I have made my living by writing stories, and my neighbor has made his by raising pigs, but things got so bad recently that we were both losing money instead of making it. Too many stories were being written and too many pigs were being raised. Now the government is paying my neighbor for not raising pigs, and he makes more profit on those he doesn't raise than he ever made on those he did raise.

I am, therefore, considering going into the business of not writing stories. Have you a Simplified Training Course on not writing stories? What kind of stories is it best not to write? Where can I find markets for the stories I do not write, and what rates are paid? Also, are those rates paid on not acceptance, or on not publication? And how long will editors take for not rejections?

I would like all the information you can give me concerning the business of not writing stories, as I would like to start not writing them right away. Yours sincerely and hopefully:

—IMINA DITHER.



A PSYCHOLOGY OF FICTION TECHNIQUE

. . . By DAVID RAFFELOCK



David Raffelock

SO much has been written on the short-story that it would seem anything additional must surely be a restatement of what is already in print. Such a variety of viewpoints has been expressed! John Gallishaw says there are but two ways to write a story — in chronological sequence or in anti-chronological sequence. And Jack Woodford, referring to a similar subject, writes that in most things there is a right or a wrong way, but "in writing there can only be *your way*." Thomas H. Uzzell writes learnedly of "narrative purpose, narrative materials" and of numerous subdivisions of the story, showing five ways to write a story. Prof. Glenn Clark expounds a theory that a story stems from a picture. In almost any book on writing you will find an analysis of one or more published short-stories, each from a different viewpoint.

What is the meaning of this diversity? The text-book writers are trying to see what makes the infernal things "go," employing an originality that often amounts to no more than a difference of terms. One will use the term, "main narrative question," for "situation," or "final manipulation" instead of "action preceding the climax," etc. All make up the academicians. At first, the writers of text-books were professors with a love for intricate terminology and minute analysis. Then practical writers began writing such books, each building a theory for universal consumption upon his own limited experience. Here and there have been a few books combining the pedagogical with the practical. But there is something new in advice to authors, the psychological approach.

Publishers of magazines exploited the psychology of fiction long before either text-book authors or fiction writers. As soon as magazine

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publishing became a sound commercial venture, periodicals were regimented into certain classes, following precise policies or formulas from which there has been little deviation. Publishers found that middle-class women were starved for the vicarious experience of truly romantic love, free from haggling about finances, limited budgets for clothes, and the hum-drum necessities. They found that the pioneer tradition so deeply inculcated by the grade schools found expression in men and boys through their avidity for outdoor action stories.

They learned much else as they studied classes, the male and female menial workers, the white collar employes, the housewives, the petty bourgeoisie, the upper middle class, the professional and intellectual classes. They know what the background of each is, what their dreams and frustrations are, what pleases or saddens or antagonizes them. Were the magazine publishers to formulate their policies frankly and to print them, along with all the findings of their field men, their advertising solicitors, distribution men, and editors, they would produce a remarkably lucid cross-section of the temper of the American people.

The sum and substance of such a report would be that readers want to be entertained. Authors may be divided on this point. Elmer Davis declares that a reader paying fifteen cents for a magazine expects a full fifteen cents worth of entertainment and that it is the duty of the author to supply the commodity demanded. On the other hand, Ruth Suckow declares that fiction must reveal the significance of life. Both are right, but Mr. Davis' observation applies to nine-tenths of all magazines published in this country. Whatever most authors think, editors of all magazines, except the quality and "little" magazines, are purveying entertainment.

Knowledge of that fact is of more importance to beginning writers than the careful digestion of half a dozen profound books on the technique of writing.

The psychology of fiction reading must be understood with some awareness if one is to write successfully. This statement is not to be

dispensed with by sneeringly applying it only to writers of pulp-paper fiction. No less a brilliant author than Andre Gide wrote, in *Vanity Fair*, that an author is limited in his work if he does not know who his readers are, if he is not more or less definitely writing for a certain type of reader. Authors are blood brothers of the ancient bards who recited their sagas to street groups; more recently they derive from authors who wrote, under the benign sun of a patron, for a limited group of nobles who alone could afford the luxury of knowledge and books. A definite awareness of audience or readers is part of the psychological experience of the author. The 51 writers out of 110 queried who answered Arthur Sullivan Hoffman's question, in *Fiction Writers on Fiction Writing*, "When you write do you constantly keep the reader in mind?" by a negative reply, were simply unconscious of their own mental processes. Persistence in this psychological blindness may well lead to defeat, accounting in no small part for the great turnover of magazine contributors.

Among beginning writers the lack of understanding of the necessity for entertainment values in fiction is appalling. Too forcefully has it been dinned into them that they must learn technique, must know what plot is, that they must analyze various classic examples of fic-

tion. All these things may be necessary, but what does it profit one to concoct a perfect plot that is also perfectly dull? In my own work with writers I never subordinate the psychological purpose of fiction to the learning of technique. The purpose of technique, it must be emphasized, is to increase the entertainment value of fiction. The psychological soundness of the standard short-story technique is what has made that technique the accepted form of most short fiction published in this country.

It is of vast importance for the writer to study the unfulfilled desires of people, their frustrations, their maladjustments, their dreams. His striving for form and technical mastery must be for a purpose, not for the blind following of professorial dicta, but for ways and means of making a story more sure to interest and entertain.

In the substantiation of the various points of this survey lies a whole new field of psychological investigation and pragmatic help for the writer. Until it is exploited further, it is enough to begin by developing yourself as an amateur psychologist, seeking to understand the causes directing persons to read certain types of fiction, to understand your own impulse toward writing certain kinds of stories, and to be forever alert, aware of opportunities in any particular story to increase its power to give entertainment.



MUSIC MARKETS TO SOOTHE THY BROW

BY JOSEPH RUSSELL

CHIEFLY because they do not pay high rates and because of their specialized field, very little seems to be said concerning the music magazines. In the five years that I have been writing for these publications, I have seldom received a stereotyped rejection slip. The editors are kind, some going so far as to indicate the cause of the rejection, and even to suggest material desired.

The main point to remember in writing for these magazines is the type of article used. Many of the editors want the how-to-overcome-a-difficulty article; others favor the informational, and those on the lives of musicians. Each article submitted should be clear, concise, and pertinent to the subject under discussion. Brief, humorous incidents, especially jokes, also are purchased by the majority of music magazines.

For the writer who has any knowledge of music, there is postage and pin money waiting for him if he will study the following magazines:

Etude Music Magazine, 1712 Chestnut St., Philadelphia. Instructive, tell-how articles for students of voice, violin, piano, etc.; idiosyncrasies of the masters, their life history, 150 to 2000 words. For example, "Developing Tone," "How I Secured Pupils During the Depression," "Mozart, the Child Composer." James Francis Cooke, editor. \$5 column, on publication.

Metronome, 113 W. 57th St., New York. For-

merly published articles on how to play instruments, organize and develop orchestras. Recently, its policy has changed. Articles that expose the sheet-music racket and the song shark, that tell how popular orchestras succeed, that inform the musician on the latest trends, now fill its pages. It has also entered the radio field. Quoting from an editorial: "The *Metronome* will cover radio musicians and music programs from the news and critical angles." Thumbnail sketches of popular musicians are used, 200 to 2000 words. Doran K. Antrim, editor. 1 cent a word, on publication.

Musical Quarterly, 3 E. 43rd St., New York. Serious, full-length articles on music aesthetics, history and criticism. The result of extended research, the articles are of permanent reference value. High literary standard. No topical articles or reviews desired. Carl Engel, editor. \$4.50 a page, on publication.

Choir Herald, Third and Madison Sts., Dayton, Ohio. Material that will interest volunteer church choirs, singers, choir directors, organizations, 200 to 1800 words. Also uses sacred lyrics. 1/2 cent a word for prose, \$2 per lyric, on acceptance.

Jacobs Orchestra Monthly, 120 Boylston Square, Boston. Articles for orchestra students, orchestra directors; informational material on musicians and orchestras, 150 to 1500 words. Arthur C. Morse, managing editor. 1 cent a word on publication.

Northwest Musical Herald, 2642 University Ave., St. Paul, Minn. Informational articles on musicians, clubs and organizations, 150 to 1000 words. Though most of the work is staff written or contracted, a good article is not turned down. V. J. Gregory, editor. 1 cent a word on publication.

Disques, Ninth and Walnut Sts., Philadelphia. 1200 to 1800-word articles that can be divided into parts of 800 each, on any musical subject as long as phonograph records (titles of which can be quoted in text) play some part. Accuracy essential. No flippant or breezy style, but clear, conservative English. R. J. Magruder, editor. 1 cent a word, on acceptance.

Crescendo, 252 Asylum St., Hartford, Conn. Articles dealing with the banjo, mandolin, guitar; those of historical nature concerning instruments, and those of past and present celebrated artists of the fretted instruments, 150 to 1000 words. Walter Kaye Bauer, editor. 3/4 cent a word, on publication.

Musical Forecast, 1090 Union Square, Pittsburgh. Brief incidents of interest to musicians. Uses one or two short helpful or informational articles in each issue. David H. Light, editor. 1 cent a word on publication.

Musician. This has moved from 113 W. 57th St. to 853 Seventh Ave., New York. Articles on musicians, 150 to 1500 words. Paul Kempf, editor, wrote me that he wanted "a discussion of some pertinent technical problem in studio procedure." 1/2 cent a word, on publication.

The Music Trades (incorporated with *Music Trade News*), 113 W. 57th St., New York. Experience stories on advertising, window and other displays, merchandizing, accounting and collecting, 1000 to 1500 words. The magazine has its circulation among retailers of pianos, band and string instruments, and sheet music dealers. 1 cent a word, on publication.

New Music Review, 159 E. 48th St., New York. Good market for articles relative to reviews on new music, 1000 to 5000 words. Donald Grey, editor. 1 cent a word, on publication.

Diapason, 306 Wabash Ave., Chicago. A large journal devoted to organs and organists, organ construction and church music. Also publishes recital programs, reviews of organ and church music, 100 to 1000 words. S. E. Gruenstein, editor. \$2 to \$4 a column, on publication.

Top Notes (same publishers as *Musical Digest*), 119 W. 57th St., New York. Articles on music subjects, humorous music articles, satire and short poems, 500 to 1000 words. No technical articles. Uses line cuts and original drawings. Payment depends on material. Pierre V. R. Key, editor.

Musical Digest, 119 W. 57th St., New York. Articles on general music subjects and personalities (non-technical), 100 to 200 words. Light or serious short music poems. Pierre V. R. Key, editor. 1 cent a word, on publication.

Musical Courier, 113 W. 57th St., New York. Informational articles of interest to musicians, 200 to 1000 words. In returning an article, Mr. Horace Johnson, associate editor, stated that magazine was overstocked. Leonard Liebling, editor. 1 cent a word, on publication.

American Organist, 467 City Hall Station, New York. Brief, informational articles on leading organists and organ-organizations, 150 to 1000 words. T. Scott Buhrman, editor. 1 cent a word, on publication.

School Musician, 230 N. Michigan Blvd., Chicago. Articles that will help the music beginner to play his instrument, to overcome faults, to appreciate music; reports on band and orchestra activities (with photos), 100 to 2000 words, are welcomed. Because of a limited budget, it cannot at present pay for contributions, but it is steadily heading toward the top-notch class, where payment can be made. R. L. Shepherd is editor.

Bandmaster, 4109 Lyndale Ave., Minneapolis, Minn. Articles on how to organize and conduct bands, how to play band instruments and systems of study, 150 to 1000 words. Hugo Frey, editor. Indefinite payment.

Musical America, 113 W. 57th St., New York. General instructive and informational music articles, non-technical, 1500 to 2000 words. Indefinite payment.

Orchestra World, 1650 Broadway, New York. Articles on radio broadcasting, personalities, programs, helpful criticism, 150 to 1000 words. Elsie Ullman, editor. Indefinite payment.

Music and Musicians, 632 Lumber Exchange Bldg., Seattle, Wash. Articles on music doings, bands, orchestras and musicians. Indefinite payment.

School Music, Oberlin, Ohio. Articles devoted to facilitating the work of music instructors, programs, and personal items, 150 to 1500 words. Karl W. Gehrkens, editor. Indefinite payment.



GREETING CARD DEPARTMENT

BY DORIS WILDER

"We are still looking for the unusually clever verse that gets a happy rise out of the one who reads it," writes Donald D. Simonds, editor of the George C. Whitney Co., 67 Union St., Worcester, Mass. This company specializes in Christmas and Valentine material, but also buys juveniles for Easter, and sentiments for the more usual every-day occasions. "We never use limited-age birthday sentiments," Mr. Simonds says. Comics and novelties may draw a check from this company. 50 cents a line.

White & Wyckoff Mfg. Co., Holyoke, Mass., sends word: "We won't be in the market for additional material for a while."

"We will be in the market for Christmas material for quite some time in both prose and rhyme, from 4 to 8 lines and of a general character, that is, not using the words 'I' or 'We,'" advises M. H. Fuld, editor of Julius Pollak and Sons, Inc., 141-155 E. 25th St., New York.

Quality Art Novelty Co., Eveready Bldg., Thompson Ave. and Manley St., Long Island City, N. Y., writes: "Hardly buying a thing just now."

Every Day material is being reviewed by E. W. Beach, 12 High St., Brookline Village, Mass., but Mrs. Beach writes, "Our Baby line is complete for a few months." 50 cents a line.

The Japanese Wood Novelty Co., 109-119 Summer St., Providence, R. I., is a current market for Christmas material. 25 cents a line.

"We are in the market for sentiments suitable for general and relation or personal Christmas. Also some general Birthday," writes Hannah Trauring, a favorite of contributors, from her new post with Gatto Engraving Co., 52 Duane St., New York, N. Y. "We use verses that are anywhere between four and eight lines, both the sentimental and peppy or sprightly types. We pay 50 cents per line."

"Ready for Christmas December 1," wrote R. N. Cardozo, of Buzzard-Cardozo, 2503 W. 7th St., Los Angeles, Calif. This company uses both prose and verse of all types and pays 50 cents a line.

ANSWER TO INQUIRIES:

Xerxes: No, there is very little market for Haloween greetings and party invitations, and verses for such special days as Fourth of July, Armistice Day, and even Thanksgiving, although I have sold copy for all these occasions. It is better to wait until some editor asks you to submit for them, and then write the sentiments "to order," subject to approval. You can file the rejects for use the next time you receive such a call. Don't waste postage sending them around on the chance that they'll find a market.

Jingler: F. Mandeville of J. R. Brundage, Inc., 200 Fifth Ave., N. Y., answered this department's inquiry: "We are not in the market."

THE AUTHOR & JOURNALIST'S HANDY MARKET LIST

FOR LITERARY WORKERS • • PUBLISHED QUARTERLY

DECEMBER, 1934

The Handy Market List is designed to give, in brief, convenient form, the information of chief importance to writers concerning periodical markets. Constant vigilance is exercised to keep this list up to the minute. New publications, changes of address, and changes of editorial policy are closely followed in preparing for each quarterly publication. Only a few obvious abbreviations are employed: M-20 means monthly, 20 cents a copy; 2-M, twice monthly, Bi-M, bi-monthly; W-15, weekly, 15c; Q, quarterly, etc. Numbers indicate preferred word limits. Acc. indicates payment on or reasonably soon after acceptance; Pub., payment on or after publication. First-class rates, around 5 cents a word; good rates, an average around 1 cent or better; fair rates, around ½ cent; low rates, under ½ cent. Editor's name is given when available. When possible the name of magazine is followed by a key-word indicating the publishing house by which magazine is issued. S. & S. indicates Street & Smith; Doubleday indicates Doubleday, Doran & Co.; Mag. Pubs. indicates Magazine Publishers, etc. The notation "Slow" after a listing is a warning that delays in payment or non-payment for material have been reported; writers submit manuscripts to such markets at a risk.

LIST A

General periodicals, standard, literary, household, popular and non-technical, which ordinarily pay on acceptance at rates of about 1 cent a word or better.

Ace High, (Dell) 149 Madison Ave., New York. (M-15) fast-action adventure short-stories; serials up to 50,000. C. W. Moore. 1c up, Acc.

Action Stories, (Fiction House) 461 8th Ave., New York. (Bi-M-20) Fast-moving, dramatic Western short-stories 3000 to 6000; novelettes 12,000 to 14,000; novels 25,000 to 30,000. John F. Byrne. 1c up, Acc.

Adventure, (Popular) 205 E. 42d St., New York. (2-M-15) Distinctive adventure short-stories, novelettes. Howard Bloomfield. 1½c up, fillers 1c, Acc.

Ainslee's Magazine, (S. & S.) 79 7th Ave., New York. (M-15) Sophisticated love fiction. Daisy Bacon, Esther J. Ford. Good rates, Acc.

All Detective, (Dell) 149 Madison Ave., New York. (M-15) Action-detective short-stories with unusual settings and "menace" 5000; novelettes 10,000 or 20,000. "Idea" shorts. C. W. Moore. Good rates, Acc.

All Story, (Munsey) 280 Broadway, New York. (W-15) Dramatic, emotional love short-stories, heroine's viewpoint, 4000 to 7000, novelettes up to 12,000; complete novels 25,000. Amita Fairgrave. Good rates, Acc. (New writers, Pub.)

All Western, (Dell) 149 Madison Ave., New York. (M-10) "Different," well-plotted Western short-stories 5000, novelettes 10,000 or 20,000; little or no love interest. Special articles on the West. C. W. Moore. Good rates, Acc.

American Magazine, The, (Crowell) 250 Park Ave., New York. (M-25) Short-stories 3500 to 5000; serials; articles based on personalities; articles of opinion from authoritative sources. Sumner N. Blossom. First-class rates, Acc.

American Mercury, The, 730 5th Ave., New York. (M-50) Sophisticated reviews, comment, essays; serious and political articles, short-stories, sketches, verse; high literary standard. Charles Angoff. Good rates, Acc.

American Scholar, The, (Phi Beta Kappa) 145 W. 55th St., New York. (Q-50) Scholarly, non-technical articles and essays on literature, art, science, economics, politics, education, etc., about 3500; brief accounts of scholarly scientific projects; appropriate long and short poems; no fiction. Wm. Allison Shimer. \$5 to \$50, Acc.

Argosy, (Munsey) 280 Broadway, New York. (W-10) Action fiction, all types except love or feminine leads; short-stories 1000 to 7000; novelettes 10,000 to 30,000; serials up to 60,000 (installments of 10,000); prose fillers 100 to 400. Frederick Clayton. Good rates, Acc. (New writers, Pub.).

Asia, 40 E. 49th St., New York. (M-35) Interpretative articles on oriental life, politics, art, culture, exploration and thought, Russia included. Oriental fiction. Richard J. Walsh. 2c, Acc.

Astounding Stories, (S. & S.) 79 7th Ave., New York. (M-20) Pseudo-scientific, fast-moving fiction, woman interest permitted. Short-stories up to 5500; novelettes 12,000 to 20,000. F. Orlin Tremaine. 1c, Acc.

Atlantic Monthly, 8 Arlington St., Boston. (M-40) Essays, human-interest articles; sketches, short-stories, verse; high literary standard. Ellery Sedgwick. Good rates, Acc.

Ballyhoo, (Dell) 149 Madison Ave., New York. (M-15) Humorous cartoons, gags. Norman Anthony. Good rates, Acc.

Bill Barnes, Air Adventurer, (S. & S.) 79 7th Ave., New York. (M-10) Air short-stories 3000 to 5000; novels arranged for. 1c, Acc.

Black Mask, (Warner) 578 Madison Ave., New York. (M-15) Action detective short-stories 5000 to 8000, novelettes up to 15,000. Strong, convincing plot, with something more than crime and its solution for motivation; distinctive characterization, swift movement, virile action. Joseph T. Shaw. Good rates, Acc.

Blue Book, (McCall) 230 Park Ave., New York. (M-15) Western, mystery, adventure short-stories, novelettes. True-experience contests. Donald Kennicott. 2c up, Acc.

Breezy Stories and Youngs, 55 W. 3rd St., New York. (M-20) Smart sex short-stories, 2500 to 6000, novelettes 12,000 to 15,000. Phil Painter. 1c, Acc.

Canadian Home Journal, 71 Richmond St. W., Toronto, Ont. (M-10) Short-stories up to 5000, 4 to 6-part serials; articles of interest to Canadian women up to 2500. W. Dawson. Good rates, Acc.

Chatelaine, The, (MacLean) 143 University Ave., Toronto, Ont., Canada. (M-10) Articles of Canadian woman interest up to 2000, short-stories 3500 to 5000, 2 to 4-part serials. Byrne Hope Sanders. 1c up, Acc. or Pub.

Clauses, (S. & S.) 79 7th Ave., New York. (M-10) Rapid-action detective fiction, woman interest. Short-stories up to 5500; novelettes 12,000 to 15,000. F. Orlin Tremaine. 1c, Acc.

College Humor, (Dell) 149 Madison Ave., New York. (M-25) Humorous articles, short-stories, sketches, miscellany, cartoons. Good rates, Acc.

College Life, 570 7th Ave., New York. (Bi-M-25) Swift-moving, realistic short-stories, collegiate or other adolescent background, sex interest, 3000 to 5000; short-short stories 1000, articles 1200, humorous verse 4 to 6 lines; jokes; editorials 300. N. L. Pines. 1½c up, verse 10 to 20c line, jokes 35 to 50c, Acc.

Collier's, (Crowell) 250 Park Ave., New York (W-5) Short-stories up to 5000; serials up to 60,000; articles on popular questions of the day 3500 to 5000; editorials; short short-stories. Wm. L. Cheney. First-class rates, Acc.

Columbia, 45 Wall St., New Haven, Conn. (M-10) Knights of Columbus publication. Articles on contemporary science, travel, sport, topics of general interest for men 2500 to 3500; action short-stories 5000, verse. John Donahue. 1 to 3c, Acc.

Complete Stories, (S. & S.) 79 7th Ave., New York. (Tri-W-15) Adventure, mystery, detective short-stories, novelettes up to 30,000, verse. E. C. Richards. Good rates, Acc.

Cosopolitan, (Hearst) 959 8th Ave., New York. (M-25) Short-stories 3000 to 10,000; short-shorts 1000 to 2000; short novels 20,000 to 40,000; serials; articles of national import 1000 to 2000. Harry Payne Burton. First-class rates, Acc.

Country Gentleman, (Curtis) Independence Sq., Philadelphia. (M-10) Short-stories up to 6000; serials; articles of interest and importance to agricultural world; articles for women readers; humorous sketches; jokes; miscellany for boys' and girls' depts. Philip S. Rose. First-class rates, Acc.

Cowboy Stories, (S. & S.) 79 7th Ave., New York. (M-10) Fast-action Western short-stories, modern elements permitted, 2500 to 5500; novelettes 10,000 to 15,000. F. Orlin Tremaine. 1c, Acc.

D. A. C. News, Detroit Athletic Club, Detroit, Mich. (M-25) Humorous sketches up to 1500; verse. Chas. A. Hughes. First-class rates, Acc.

Daredevil Aces, (Popular) 205 E. 42d St., New York. (M-15) Thrilling Western-front air short-stories 5000 to 7500; novelettes 15,000 to 20,000. Harry Steeger. 1c up, Acc.

Delineator, (Butterick) 161 6th Ave., New York. (M-10) Dramatic, human short-stories up to 5000; shorter lengths preferred; serials; articles. Oscar Grawe. First-class rates, Acc.

Detective Fiction Weekly, (Munsey) 280 Broadway, New York. (W-10) Detective, crime, mystery short-stories 2000 to 6000; novelettes 10,000 to 25,000; serials 40,000 to 80,000. Fact stories of murder mysteries 2000 to 8000; fillers 200. Duncan Norton-Taylor. 1½c, Acc.

Detective Story Magazine, (S. & S.) 79 7th Ave., New York. (M-15) Swift-moving action detective short-stories 2500 to 5000; novelettes 10,000 to 15,000; true crime stories 300 to 2500. F. E. Blackwell; Dorothy C. Hubbard, associate. 1c up, Acc.

Dime Detective Magazine, (Popular) 205 E. 42d St., New York. (M-10) Mystery and action short-stories 5000, emphasizing menace and horror; novelettes 10,000 to 15,000. Harry Steeger. 1c up, Acc.

Dime Mystery, (Popular) 205 E. 42d St., New York. (M-10) Thrills, chills, horror in novels 20,000 to 25,000; novelettes 10,000; short-stories up to 5000. Rogers Terrill. 1c up, Acc.

Dime Western Magazine, (Popular) 205 E. 42d St., New York. (M-10) Strongly emotional Western short-stories 2000 to 6000; novelettes 10,000 to 18,000, girl interest, realistic characterization. Rogers Terrill. 1c up, Acc.

Doc Savage Magazine, (S. & S.) 79 7th Ave., New York. (M-10) Action-adventure short-stories up to 6000, American heroes, any locale. John L. Nanovic. 1c, Acc.

Dream World, (Macfadden) 1926 Broadway, New York. (M-15) First person confession type short-stories 5000; serials 25,000 to 50,000. Henry Lieferant. 2c, Acc.

Dusty Ayres and His Battle Birds., (Popular) 205 E. 42d St., New York. (M-15) Full-length air novels, on assignment Harry Steeger. 1c up, Acc.

Elks Magazine, 50 E. 42d St., New York. (M-20) Short-stories up to 3000; Joseph T. Fanning. First-class rates, Acc. (Overstocked.)

Esquire, 919 N. Michigan Ave., Chicago. (M-50) Sophisticated unsentimental articles; masculine viewpoint; essays, sketches, short-stories, 1500 to 2500; cartoons, cartoon ideas. (No women writers.) Arnold Gingrich. 3 to 10c, Acc.

Farmer's Wife, 61 E. 10th St., St. Paul, Minn. (M-5) Articles for farm women of general and household interest; short-stories, short serials, verse. F. W. Beckman. 1c up, Acc.

Film Fun, (Dell) 149 Madison Ave., New York. (M-20) Jokes, epigrams, Lester Grady. \$1.50 to \$2, Acc.

Five Novels, (Dell) 149 Madison Ave., New York. (M-20) Western, adventure, sport, mystery, romantic novels 18,000 to 20,000, strong love interest. F. A. McChesney. 1½c, Acc.

Foreign Service, Broadway at 34th St., Kansas City, Mo. (M) War short-stories up to 3000, short-shorts of interest to A. E. F. veterans. Illustrations. Barney Yanofsky. 2c up, Acc.

Formal, The College Magazine, 551 5th Ave., New York. (M-25) Sophisticated, satirical articles, short-stories, poems, humor, features for college audience, up to 3500; cartoons. Charles Van Cott. 1c up, Acc.

Forum, 441 Lexington Ave., New York. (M-35) Controversial articles, essays, short-stories, verse. Henry Goddard Leach. Good rates, Acc.

Gay Book Magazine, 201 N. Broad St., Philadelphia. (Q-25) Skits; humorous verse; short-stories 1500 to 4000; articles of hilarious nature, smart sex interest; satires. Wm. H. Kofoed. About 1c, Acc.

G-8 and His Battle Aces, (Popular) 205 E. 42d St., New York. (M-15) Western front air short-stories 5000. Novels arranged for. Harry Steeger. 1c, Acc.

Good Housekeeping, (Hearst) 57th St. and 8th Ave., New York. (M-25) Young love short-stories up to 6000; serials, verse 3 to 4 stanzas. Overstocked on articles. W. F. Bigelow. First-class rates, Acc.

Harper's Magazine, 49 E. 33d St., New York. (M-40) Human-interest articles; essays; short-stories 4000 to 7000; serials up to 60,000; verse; high literary standard. Lee F. Hartman. First-class rates, Acc.

Holland's, The Magazine of the South, Main and Second Sts., Dallas, Texas. (M-10) Articles of interest to Southern women; modern romantic, action, character short-stories 2000 to 6000; serials 30,000 to 80,000; verse. F. P. Holland. 1½c up, photos \$2 up, Acc.

Home Magazine, The, (Tower) 55 5th Ave., New York. (M-10) Domestic and love short-stories 3000 to 5000; short-shorts 1000; serials 40,000; human interest articles (query). Dorothy Fleming. Good rates, Acc.

Hooey, (Popular Mags., Inc.) Sexton Bldg., Minneapolis, Minn. (M-15) Sophisticated cartoons, ideas for cartoons. E. J. Smithson. Good rates, Acc.

Household Magazine, 8th and Jackson Sts., Topeka, Kan. (M-10) Household and general articles, short-stories about 1000, also 2500 to 5000; serials 20,000 to 50,000; verse. Nelson Anton Crawford. 2c up, verse 50c line, Acc.

Ladies' Home Journal, (Curtis) Independence Sq., Philadelphia. (M-10) Articles 3000 to 5000; short-stories 5000 to 7000, serials, short lyric verse. Loring A. Schuler. First-class rates, Acc.

Lariat Story Magazine, (Fiction House) 461 8th Ave., New York. (Bi-M-20) Fast-moving, melodramatic Western short-stories 3000 to 6000; novelettes 12,000 to 14,000; novels 20,000 to 25,000. John F. Byrne. 1c up, Acc.

Liberty, (Macfadden) Lincoln Square, New York. (W-5) Romantic, adventure, humorous short-stories, youthful appeal, 1000 to 5000; serials about 32,000; timely human-interest articles. Wm. Maurice Flynn. First-class rates, Acc.

Love Story Magazine, (S. & S.) 79 7th Ave., New York. (W-15) Modern love short-stories 3500 to 5000; novelettes 6500; 2 to 4-part serials, installments 5000 to 7000; verse up to 16 lines. Miss Daisy Bacon. 1c up, Acc.

MacLean's Magazine, (MacLean) 481 University Ave., Toronto, Ont., Canada. (2-M-15) Articles on Canadian subjects; short-stories up to 5000; serials 30,000 to 65,000. H. Napier Moore. 1c up, Acc.

Master Detective, The, (Macfadden) 1926 Broadway, New York. (M-15) Illustrated true detective and crime stories; outstanding serials, 6000 to 7000-word installments. John Shuttleworth. 1½c, photos \$1 to 5, Acc.

Mavericks, (Popular) 205 E. 42d St., New York. (M-15) Western short-stories 5000 to 6000, novelettes 10,000 to 12,000. Rogers Terrill. 1c up, Acc.

McCall's Magazine, (McCall) 230 Park Ave., New York. (M-10) General and household interests; short-stories 2500 to 3000, serials. Otis L. Wiese. First-class rates, Acc.

Modern Romances, (Dell) 149 Madison Ave., New York. (M-10) True confession short-stories up to 5000; novelettes 12,000 to 15,000. Helen J. Day. 2c, Acc.

Mystery Magazine, (Tower) 55 5th Ave., New York (M-10) Romantic mystery, detective short-stories 3000 to 5000; novels; true stories, articles on assignment. Good rates, Acc.

National Geographic Magazine, 1156 16th St., N. W., Washington, D. C. (M-50) Official journal National Geographic Society. Authoritative human-interest articles on geographic subjects with photos. Gilbert Grosvenor. First-class rates, Acc.

New Yorker, The, 25 W. 45th St., New York. (W-15) Short-stories, 400 to 2000; factual and biographical material up to 2500; verse. Good rates, Acc.

Nick Carter Magazine, (S. & S.) 79 7th Ave., New York. (M-10) Detective-action short-stories up to 6000, detective heroes. John L. Nanovic. 1c, Acc.

Operator No. 8, (Popular) 205 E. 42d St., New York. (M-10) Secret service short-stories up to 6000; lone-handed struggle against large criminal odds. Rogers Terrill. 1c, Acc.

Parents' Magazine, The, 114 E. 32d St., New York. (M-25) Articles on family relationships, child care, etc., 2500 to 3000. Clara Savage Littledale. 1c up, Acc.; jokes, pointers for parents, recipes, parental problems. \$1, Pub.

Pennac, The Rittenhouse Square, Philadelphia. (M-25) Sport articles, storyettes, humor 1000 to 1500. M. A. Kelly. 1½c, photos \$1 up, Acc. (Overstocked.)

Pete Rice Magazine, (S. & S.) 79 7th Ave., New York. (M-10) Western action short-stories 2000 to 6000, old-time and modern. John L. Nanovic. 1c, Acc.

Pictorial Review, (Hearst) 222 W. 39th St., New York. (M-10) Articles of interest to women 2500 to 3500; action, drama, problem short-stories, novelettes, serials, verse. Herbert R. Mayes. First-class rates, Acc.

Railroad Stories, (Munsey) 280 Broadway, New York. (M-15) Railroad (steam and electric) short-stories and novelettes 1500 to 15,000. Query on sensational fact articles. Freeman H. Hubbard. 1½c up, Acc. (New writers, Pub.)

Ranch Romances, (Warner) 578 Madison Ave., New York. (Bi-W-20) Western love short-stories 4000 to 9000; novels 30,000 to 35,000; serials 60,000 to 70,000; fillers up to 500; verse. Fanny Ellsworth. 1c, Acc.

Redbook, (McCall) 230 Park Ave., New York. (M-25) Short-stories, serials, complete novels, feature articles, short humor, cartoons. Edwin Balmer. First-class rates, Acc.

Romantic Confessions, (Fawcett) 529 S. 7th St., Minneapolis, Minn. (M) First person, confession love short-stories, serials up to 15,000. Good rates, Acc.

Rotarian, The, 35 E. Wacker Drive, Chicago. (M-25) Human-interest articles on business and industry, travel sketches, humor, essays, short-stories 1500 to 2000. Leland D. Case. First-class rates, Acc.

Saturday Evening Post, The, (Curtis) Independence Sq., Philadelphia. (W-5) Articles on timely topics 3000 to 5000; short-stories 5000 to 7000; serials up to 90,000; humorous verse; sketches; cartoons. George Horace Lorimer. First-class rates, Acc.

Scribner's Magazine, 597 5th Ave., New York. (M-35) Critical and interpretative articles 1000 to 5000; short-stories up to 500; little verse. Alfred Dashiel. Good rates, Acc.

Serenade, (Tower) 55 5th Ave., New York. (M-10) Love short-stories up to 5000; short shorts 1000 to 1500; novelettes 10,000 to 12,000; articles on assignment. Ruth Raphael. Good rates, Acc.

Shadow Magazine, (S. & S.) 79 7th Ave., New York. (2M-10) Action detective short-stories 1500 to 6000, detective or police heroes. John L. Nanovic. 1c, Acc.

Short Stories, (Doubleday) Garden City, New York. (2-M-25) Adventure and mystery short-stories up to 6000, novelettes 10,000 to 12,000, complete novels, serials 25,000 to 60,000, outdoor fillers 50 to 300. True adventures up to 1000. Harry E. Maule, Ed.; Dorothy McIlwraith, Mng. Ed. Good rates, Acc.

Smokehouse Monthly, (Popular Mags., Inc.) 529 S. 7th St., Minneapolis, Minn. (M-15) Jokes, wisecracks, cartoon suggestions, cartoons, epigrams, ballads. E. J. Smithson. Jokes \$2 up, verse 15c line, Acc.

Sport Story Magazine, (S. & S.) 79 7th Ave., New York. (2M-15) Competitive sport short-stories up to 6000; novelettes up to 12,000 (query on serials, articles). Ronald Oliphant. Good rates, Acc.

Starling Detective Adventures, (Fawcett) 529 S. 7th St., Minneapolis, Minn. (M-15) True detective stories, solved cases, 1000 to 5000; serials 2 to 4 parts, 4000 to 5000 each installment; photos essential. Convict, police cartoons. John J. Green. 1½c up, photos \$3 up, cartoons \$5, Acc.

Star Western Magazine, (Popular) 205 E. 42d St., New York. (M) Dramatic, colorful short-stories of the old West, girl interest; novelettes 10,000 to 15,000. Rogers Terrill. 1c up, Acc.

Sweetheart Stories, (Dell) 149 Madison Ave., New York. (M-15) Glamorous, emotional love short-stories with sex tinge 3500 to 5000, girl's viewpoint. Helen MacVie. 1 to 1½c, Acc.

Terror Tales, (Popular) 205 E. 42d St., New York. (M-15) Terror stories, mystery angle, strong menace; short-stories 5000, novelettes 10,000 to 12,000. 1c up, Acc.

This Week, (United Newspapers Mag. Corp.) 230 W. 41st St., New York. (W) Political, economic, home-making articles; popular science, animal personality sketches 850; adventure, romantic, mystery short-stories 1500 to 3500; novelettes, serials, 30,000. Mrs. William Brown Meloney. Varying rates, Acc.

Today, 152 W. 42d St., New York. (W-10) Political, economic articles 2000; short-stories of American life. Raymond Moley; Wm. C. Stewart, Mng. Ed. 4 to 5c, verse 50c line, Acc. Prefers query.

Top-Notch Magazine, (S. & S.) 79 7th Ave., New York. (M-15) Outdoor adventure short-stories 3000 to 5500; novels and novelettes 12,000 to 25,000; short short-stories up to 2000; occasional fantastic adventure stories. F. Orlin Tremaine. Good rates, Acc.

True Confessions, (Fawcett) 529 S. 7th St., Minneapolis, Minn. (M-10) First-person, confession short-stories up to 4500; serials up to 15,000; articles on marriage, divorce. (Overstocked on verse.) 1½c, Acc.

True Detective Stories, (Macfadden) 1926 Broadway, New York. (M-25) True detective, crime stories with actual photos, under official by-line, 2000 to 7000; serials, installments of 6000 to 7000. Send for detailed instructions and case cards. John Shuttleworth. 2c, photos \$1 to \$5, Acc.

True Experiences, (Macfadden) 1926 Broadway, New York. (M-10) Confession short-stories, serials. Good rates, Acc.

True Romances, (Macfadden) 1926 Broadway, New York. (M-10) True, confessional, first-person short-stories 1000 to 8000; true-story serials 30,000 to 60,000. 2c, Acc.

True Story Magazine, (Macfadden) 1926 Broadway, New York. (M-15) True, confessional, first-person short-stories 5000; serials 25,000 to 50,000; jokes. L. M. Hainer. 2c; jokes, \$2 up, Acc.

Vanity Fair, (Nast) 420 Lexington Ave., New York. (M-35) Satirical articles, essays on modern life, personalities, politics, drama, sport, etc., up to 2000; short short-stories, unusual photos of living celebrities. F. W. Crownishield. Good rates, Acc.

Vogue, (Nast) 420 Lexington Ave., New York. (M-35) Articles on unusual travel, social activities, fashionable women's interests; humorous angles on fashion, etc., 1500 to 2000; travel photos. Edna W. Chase, \$50 to \$150 per article, Acc.

War Birds, (Dell) 149 Madison Ave., New York. (M-15) Western-front air-war short-stories 3000 to 5000; novelettes 15,000 to 25,000; no first-person material; illustrated articles 5000. C. W. Mowre. 1½c up, Acc.

Western Romances, (Dell) 149 Madison Ave., New York. (M-15) Romantic Western love short-stories 5000; novelettes 10,000 or 15,000; true features; Western verse. Carson W. Moore. 1c up, Acc.

Western Story Magazine, (S. & S.) 79 7th Ave., New York. (W-15) Western short-stories up to 2000; complete novels 25,000; serials up to 80,000, 12,000-word installments. (Query on

serials.) F. E. Blackwell; Dorothy C. Hubbard, associate. Good rates, Acc.

Whiz Bang, (Popular Mags, Inc.) 529 S 7th St., Minneapolis, Minn. (M-15) Jokes, epigrams, humorous rural editorials, ballads up to 64 lines, cartoon suggestions. E. J. Smithson. Jokes \$2 up, verse 15c line, Acc.

Wild West Weekly, (S. & S.) 79 7th Ave., New York. (W-15) Typical "Wild West" short-stories 3000 to 6000; novelettes 12,000 to 15,000. Ronald Oliphant. Good rates, Acc.

Wings, (Fiction House) 461 8th Ave., New York. (M-20) Complete war-air novels of the Western front 18,000 to 25,000. John F. Byrne. 1c up, Acc.

Woman's Home Companion, (Crowell) 250 Park Ave., New York (M-10) Woman's and household interests. Articles, short-stories 2500 to 6000, serials up to 70,000. Gertrude B. Lane. First-class rates, Acc.

Woman's World, 461 8th Ave., New York. (M-10) Articles on women's interests, 1000 to 2000; short-stories 1500 to 5500, serials 40,000 to 50,000, short verse. Florence Brobeck. Good rates, Acc. (Overstocked.)

Your Astrology Magazine, (Zodiac Pubs.) 258 Broadway, New York. (M-25) Articles on astrology, cosmic law, up to 4000; serials up to 35,000. Marion Meyer Drew. Good rates, Acc.

LIST B

General periodicals which (a) pay on publication, or (b) pay less than 1 cent a word, or (c) are chronically overstocked, or (d) offer a very limited market, or (e) concerning which our information is indefinite.

Advance, (Young) 55 W. 3d St., New York. (M-15) Short current and historical short-stories, articles, editorials, up to 1000; cartoons. Phil Painter. 1c, Pub.

All America Sports Magazine, Madison Sq. Garden Arcade, New York (M-15) Not in the market. Nat Fleischer.

Amazing Stories, (Teck) 461 8th Ave., New York. (M-25) also **Amazing Stories Quarterly** (Q-50). Short-stories based on correct science 5000 to 20,000; novelettes 20,000 to 50,000. T. O'Connor Sloane, Ph.D. ½c, Pub.

America, 329 W. 108th St., New York. (W-10) Catholic interests. Articles of timely interest, 1500 to 1800; verse. Rev. William Parsons, S.J. 1c, Pub.

American Astrology, 1472 Broadway, New York. (M-25) Astrological articles, short-stories 2000 to 5000. Paul G. Clancy. 1c, Pub.

American Cookery, 221 Columbus Ave., Boston 17. (M-15) Short articles on domestic science 2000 to 3000, essays 1000 to 2500, short stories 1000 to 3000. 1c up, Acc.

American Detective, (Jay) 551 5th Ave., New York. (M-25) True fact stories on current crimes up to 3000. 1c up, Acc.

American Hebrew and Jewish Tribune, 212 5th Ave., New York. (W-15) Articles on outstanding Jewish personalities, short-stories of American Jewish life, novelettes. Louis Rittenberg. ½c up, photos \$1 up, Pub.

American Legion Monthly, 521 5th Ave., New York. (M-25) Closed market. J. T. Winterich.

American Review, The, 218 Madison Ave., New York. (M-40) Reviews, articles, comment. No poetry or fiction. Prefers query. Seward Collins. 1c, Pub.

American Spectator, The, 55 5th Ave., New York. (M-10) Controversial articles, essays, for intelligent readers, any subject, 1500; very few short-stories. Geo. Jean Nathan, Ernest Boyd, James Branch Cabell, Eugene O'Neill. 1c, Pub.

American Weekly, The, 235 E. 45th St., New York. (W) Distributed with Hearst newspapers. Not in the market.

Arcadian Life, Route 4, Sulphur Springs, Tex. (M-15) Short folkslore material, pastoral slant. O. E. Rayburn. ½c to 1c, Pub.; prizes for poems.

Atlanta, 37 W. 70th St., New York. (M) Articles concerning rise of Italians in America up to 2000. Dr. F. Cassola. ½c, Pub.

Bandwagon, The, "The Magazine of the Southwest," Insurance Bldg., Oklahoma City, Okla. (M-15) Sophisticated sketches, satires, short short-stories 1000 to 1500; essays 500 to 1000; short verse; news fillers; cartoons, art work; cartoon ideas. Martin Heifin. ½c up, Pub.

Beaver, The, Hudson's Bay House, Winnipeg, Canada. (Q-25) Articles on travel, exploration, trade, in the Canadian North, up to 2500. Douglas MacKay. ½c, Pub.

Bedtime Stories, (Detinuer) 799 Broadway, New York. (M-25) Risque, sex short-stories, decided plot, 3000 to 4000. Merle W. Hersey. ½c, Pub.

Best Detective Magazine, (S. & S.) 79 7th Ave., New York. (M-20) Not in the market. F. E. Blackwell.

Big-Book Western Magazine, (Two-Books Mags.) 80 Lafayette St., New York. (M-15) Complete Western novels 15,000 to 25,000. Will consider serial rights to published books. Roy deS. Horn. ¾c, Acc.

Black Book Detective Magazine (Ranger) 220 W. 42d St., New York. (M-10) Mystery, detective short-stories 2000 to 8000; novelettes 10,000 to 15,000; novels 20,000 to 25,000. Alice Phillips. Mng. Ed. Rates by arrangement, Acc.

B'nai B'rith Magazine, 70 Electric Bldg., Cincinnati, O. (M) Jewish articles, essays, short-stories up to 3000; interviews. Alfred M. Cohen. 1c up, Pub.

Bridge World, 30 Rockefeller Plaza, New York. (M-35) Bridge miscellany. Eli Culbertson. No payment.

Canadian Bookman, The, 516 Yonge St., Toronto, Canada. (M-25) Critical, historical, biographical articles on Canadian literature 500 to 3000; verse. Findley Weaver. Low rates, Pub.

Canadian Countryman, 198 Richmond St., W., Toronto, Canada. (M) Love, adventure short-stories up to 5000. Daniel McKeen. ½c, Pub.

Canadian Geographical Journal, Victoria Bldg., Ottawa, Canada. (M-35) Illustrated geographical articles 2500 to 3000. Lawrence J. Burpee. ¾c up, Pub.

Canadian Magazine, 347 Adelaide St., W., Toronto, Canada. (M-10) Articles on Canadian topics up to 3000, short-stories up to 5000. Joseph Lister Rutledge. Up to 1c, Pub.

Chicagoan, The, 407 S. Dearborn St., Chicago. (M-25) Sophisticated, humorous articles, essays 1500 to 2000. Wm. R. Weaver. Indefinite rates. (Overstocked.)

Christian Century, The, 440 S. Dearborn St., Chicago. (W-15) Articles on economic and social topics. Usually no payment.

Clown Magazine, Emmaus, Pa. (M-15) Slapstick, humorous short shorts, essays, dialogues, cartoons. No jokes or poetry. J. I. Rodale. ½c, Pub.

Collegiate Digest, P. O. Box 472, Madison, Wis. (W-5) Collegiate, educational articles, essays 1000 to 2500, short-stories up to 500; fact items; photos. Varying rates, news items \$1, photos \$1 to \$3, Acc.

Comfort, Augusta, Me. (M-5) Not in the market. V. V. Detwiler.

Common Sense, 315 4th Ave., New York. (M-25) Factual-economic political articles with social implications 1500 to 3000. Fact items, fillers. A. M. Bingham. No payment.

Commonweal, The, Grand Central Terminal, New York. (W) Catholic review. Articles up to 3000; verse. Michael Williams. 1c to 2c, verse 40c line, Pub.

Complete Underworld Novelettes, (Carwood) 551 5th Ave., New York. (Bi-M-15) Detective-crime, mystery novelettes 15,000 to 30,000. J. Thomas Wood. Up to 1c, Pub.

Complete Western Book, (Newsstand Pubs) 220 W. 42d St., New York. (M-15) Romantic Western short-stories 5000 to 7500; novelettes 12,000; novels 60,000, by arrangement. Ward Marshall. ½c, Pub.

Current History, (N. Y. Times Co.) 229 W. 43d St., New York. (M-25) Authoritative, readable articles on political, economic, social, cultural events, developments in America and abroad, 3000 to 4000. 2c up, Pub.

Debate, 122 E. 42d St., New York. (M) Proletarian, advanced-guard articles up to 1500. Lawrence A. Hughes. 1c up, Pub.

Direction, P. O. Box 555, Peoria, Ill. (Q) "Quality" short-stories, verse, drama, criticism. Kerker Quinn. Varying rates, Pub.

"Doc" Wizard's Lucky Systems, (Feature Pubs., Inc.) 551 5th Ave., New York. (Q-25) Articles on superstitions, cards, numerology, astrology, rackets, magic, pseudo-science, from sport, gambling, racetrack angles. Sporting gags, cartoons, cartoon ideas. Ed Bodin. ½c, Acc.

Double Action Western, (Winford) 165 Franklin St., New York. (M) Western short-stories, novelettes, 4000 to 10,000; novels 55,000 to 75,000. Reprints considered. L. H. Silberkleit. ½c to 1c, Acc.

Economic Forum, 51 Pine St., New York. (Q-50) Articles on economic, political, sociological current problems; possibly verse; photos of economic conditions. Frank A. Vanderlip, Joseph Mead. Indefinite rates, Pub.

Eye-Opener, (Bob Edwards) Box 2068, Minneapolis. (M-15) Humor up to 250; jokes, jingles, cartoons, cartoon ideas. Carl Banks. \$1 to \$3, Pub. (Slow.)

Family Circle, The, 400 Madison Ave., New York. (W-free) Not in the market. Harry H. Evans.

Family Herald and Weekly Star, St. James St., Montreal, Quebec, Canada. (W-5) Short-stories. C. Gordonsmith. \$4 column, Pub.

Flying Aces, (Mag. Pubs.) 67 W. 44th St., New York. (M-15) Air and air-war short-stories 3000 to 7000; war-air novelettes 10,000 to 20,000; meaty fact articles, dramatically told, principally of modern aviation, 500 to 2500; modern and war photos; aviation jokes, cartoons, verse. A. A. Wyn. 1 to 2c, photos \$1 up, Pub.

Fortune, 135 E. 42d St., New York. (M-\$1) Articles with industrial tie-up. 75% staff-written but encourages contributions. Original MSS. or source material purchased. 5c up, Pub.

Gang World, (Spencer) 220 W. 42d St., New York. (M-15) Gangster, crime short-stories, novelettes, 2000 to 25,000. Rates by arrangement, Pub.

Gay Parisienne, (D. M. Pub. Co.) Wilmington, Del. (M) Risque short-stories, French locale, 2000 to 3500. ½c, Pub.

Gentlewoman, 154 W. 14th St., New York. (M-5) Love and action short-stories small-town home-woman appeal. 3000 to 5000. Marion White, ½c, Pub.

Golden Book, 233 4th Ave., New York. (M-25) Reprints, translations of stories of exceptional literary merit, fillers. Mary Elting, 1c, Pub.

Good Stories, Augusta, Maine. (M-5) Not in the market. G. M. Lord.

Greater Western Magazine, (Ranger) 220 W. 42d St., New York. (M) Western fiction. Martin Goodman. Rates not at hand.

Grit, Williamsport, Pa. (W-5) Clean short-stories, adventure, mystery, love, Western, etc., 1000 to 4500; odd, strange pictures, brief text; household articles; short illustrated articles for women's and children's pages. Howard R. Davis. \$3.50 to \$5 per short-story, articles \$2 to \$3, photos \$1 to \$1.50, Acc.

Harper's Bazaar, 572 Madison Ave., New York. (M-50) Light, humorous articles on social phases. Does not encourage contributions. Carmel Snow. Indefinite rates, Acc.

High-Seas Adventures, (Adventure Pubs.) 101 Hudson St., New York. (Bi-M-15) Sea short-stories, 4000 to 7000; novels up to 70,000; fast-moving, some romance. Feature articles, sea activities or heroes, up to 7000. M. H. Jacobson. Fair rates, Acc.

Home Friend Magazine, 1411 Wyandotte St., Kansas City. (M-5) Articles of interest to small-town and rural housewives; verse; romantic, unsophisticated short-stories up to 3500. E. A. Weishaar. ¼ to 1c, verse 10c line, Acc.

Independent Woman, 1819 Broadway, New York. (M-15) Articles expressing woman's viewpoint on social and economic problems, 1200 to 2000; controversial articles on business and professional women's problems, business advancement; informative and light articles; verse 2 to 5 stanzas. Winifred Willson. \$10 to \$35, verse \$2 to \$3, Pub.

Inspiration, (Psychology League) 325 W. 103d St., New York. (M-25) Articles combatting materialism, looking toward "a spiritual new deal." Arthur H. Howland. Rates not stated.

Jewish Forum, The, 305 Broadway, New York. (M-35) Articles of Jewish interest, short-stories, 600 to 3000; short poems. Isaac Rosengarten. \$3 per M, poems \$1 up, Pub.

Judge, 18 E. 48th St., New York. (M-15) Jokes, epigrams, humorous short-stories, articles, up to 500; verse; drawings. Jack Shuttleworth. 3 to 6c, jokes and paragraphs \$2 to \$5, drawings \$10 to \$25, cartoon ideas \$3 to \$15, Pub.

Kaleidograph, A National Magazine of Poetry, 702 N. Vernon St., Dallas, Tex. (M-25) Verse, book notices, short-stories under 2000. Whitney Montgomery, Vaida Stewart Montgomery. Prices.

Le Paree Stories, (D. M. Pub. Co.) Wilmington, Del. (M) Risque short-stories, French locale, 2000 to 3500; two-part stories 5000 to 6000. ½c, Pub.

Life, 60 E. 42d St., New York. (M-15) Humorous sketches up to 800. Geo. T. Eggleston. 5 to 8c, topical paragraphs, \$3, Pub.

Literary Digest, The, 354 4th Ave., New York. (W-10) Articles on national and foreign affairs. Arthur S. Draper. Varying rates, Pub.

Living Age, The, 253 Broadway, New York. (M-50) Translations and reprints only. Quincy Howe.

Lone Eagle, The, (Standard Mags.) 22 W. 48th St., New York. (M-10) Thrilling war-air short-stories. Bruce McAlester; Leo Margulies, Ed. Director. ¾c up, Pub.

Love Fiction Monthly, (Periodical House) 56 W. 45th St., New York. (M-10) Glamorous, romantic love short-stories 3000 to 6000; novelettes 10,000 to 15,000; Mrs. Rose Wyn. 1c, verse 25c line, shortly after Acc.

Macfadden Weekly, 350 Hudson St., New York. (W-5) Articles on political, economic, sociological subjects. Howard A. Swain, 1½c, Pub.

Masked Rider, The (Ranger), 220 W. 42nd St., New York. Western short-stories 2000 to 6000; novelettes 10,000 to 15,000. Jack Phillips. Rates by arrangement, Acc.

Mayfair, (MacLean) 481 University Ave., Toronto, Canada (M-25) Society, fashion, sport articles, Canadian interest. J. Herbert Hodgins, 1c, Pub.

Memorah Journal, The, 63 Fifth Ave., New York. (Q-\$1) Jewish short-stories, sketches, one-act plays, essays, poetry. Henry Hurwitz, 1c up, Pub.

Metropolis, 45 Clinton St., Newark, N. J. (W-10) Well-written articles on New-Jersey cities, celebrities, etc., 3500; sophisticated, humorous short-stories, 2000; light verse; New Jersey fact material 600. Lawrence M. Jones. 1c, verse 25c line, Pub.

Midwest, The, Rm. 1201, 1 N. La Salle St., Chicago. (M) Articles, short-stories, poetry, reviews of literary merit. George E. Hoffman. ½c, Pub.

Modern Psychologist, The (Modern Scientific) 310 Riverside Drive, New York. (M-25) Articles, essays on psychology in all phases up to 3000. Dagobert D. Runes. Rarely pays.

Modern Thinker, The, (Modern Scientific) 310 Riverside Drive, New York. (M-25) Timely controversial articles 2500 to 3500. Dr. Dagobert D. Runes. Rarely pays.

Movie Humor, 1450 Broadway, New York. (M-20) Cartoons with one-line gags; humorous cartoons dealing with current movie stars. M. R. Reese; W. W. Scott. \$4 to \$5, Pub.

Mystery Novels, (Winford) 165 Franklin St., New York. (M) Short-stories, book-length novels, mystery and weird elements. ½ to 1c, Acc.

National Home Monthly, (Home Pub. Co.) Bannatyne and Dagmar Sts., Winnipeg, Man., Canada. (M-10) Illustrated feature articles; love short-stories, 3500 to 7000; novelettes, series, verse. L. E. Brownell. Fair rates, Pub.

Nation, The, 20 Vesey St., New York. (W-15) Articles on politics, literature, economics, foreign affairs up to 2400. Freda Kirchway, Joseph Wood Krutch, Raymond Gram Swing. 1c, Pub.

New Masses, 31 E. 27th St., New York. (M) Revolutionary articles from Marxist standpoint; proletarian short-stories, sketches, poems, cartoons. Usually no payment.

New Outlook, 515 Madison Ave., New York. (M-25) Timely articles 3000, largely on assignment. Francis Walton, Mng. Ed. Rates not announced.

New Outlook, The, United Church of Canada, 299 Queen St., W., Toronto, Canada. (W-10) Articles on international problems, travel, art, etc., 1200 to 1800; short-stories 1000 to 1200; verse; children's material. W. B. Creighton, ½c, Acc.

New Republic, The, 421 W. 21st St., New York. (W-15) Articles on current social, political, economic questions 1500 to 2500; sketches of character background 1000; exceptional verse. Bruce Bliven, 2c, Pub.

New Western Magazine, (Two-Books Mags.) 80 Lafayette St., New York. (Bi-M-15) Western novels, novelettes. Roy de S. Horn, ¾c, Acc.

North American Review, 587 5th Ave., New York. (M-40) Clever, authoritative informative articles up to 4000; unsterotyped short-stories; occasional verse. Wm. A. DeWitt. Low rates.

Nudist, The, 45 W. 45th St., New York. (M-25) Articles and news on nudist activities. Rates not stated.

Official Detective, 737 S. Dearborn St., Chicago. (M) True detective, crime-detection articles. \$100 per story, Pub.

Occult Digest, The, 1900 N. Clark St., Chicago. (M-25) Occult facts, philosophy; true occult and psychic experiences. Effa E. Danielson. No payment.

Opportunity, A Journal of Negro Life, 1133 Broadway, New York. (M-15) Short-stories, articles, poetry; Negro life and problems. Elmer Anderson Carter. No payment.

Opinion, 122 E. 42d St., New York. (M-25) Articles 2500 to 3000; short-stories 2000 to 3000; Jewish interest. James Waterman Wise. 1c, Pub.

Our Army, 160 Jay St., Brooklyn, N. Y. (M-25) Stimulating controversial military articles; short-stories 1000 to 1200 (no World-War fiction); jokes; cartoons; army background. G. A. Harter. Up to ½c, Pub.

Our Dumb Animals, 180 Longwood Ave., Boston. (M-10) Animal welfare articles up to 800; verse up to 24 lines. Guy Richardson. ½c up, poems \$1 up, Acc.

Overland Monthly and Outwest Magazine, 305 Douglas Bldg., Los Angeles. (M-25) Articles, Western interest short-stories; verse. Arthur H. Chamberlain. Indefinite rates.

Paris Gayety, (Red Top Pubs.) 11 W. 42d St., New York. (M-25) Spicy short-stories, Parisian slant, up to 3000; verse, jokes, cartoons. Pierre Dumont, ½c, Pub.

Paris Nights, (Red Top Pubs.) 11 W. 42d St., New York. (M-25) Spicy short-stories, Paris background, up to 3000; verse, jokes, cartoons. Pierre Dumont, ½c, Pub.

Pep Stories, (D. M. Pub. Co.) Wilmington, Del. (M-25) Risque short-stories 2000 to 3500; serials 6000 to 10,000. ½c, Pub.

Phantom Detective, The, (Standard Mags.) 22 W. 48th St., New York. (M-10) First-action detective, crime, gangster, racketeer short-stories 4000 to 6000. Harvey Burns; Leo Margulies, Ed. Director. ¾c up, Acc.

Pirate Stories, (Adventure Pubs.) 101 Hudson St., New York. (Bi-M-15) Pirate short-stories 4000 to 6000; "blood-and-thunder" pirate novels up to 70,000; stories of the air, sea, gangsters, smugglers, etc.; some romance. Feature articles, famous pirates, pirate activities, up to 7000. M. H. Jacobson. Fair rate, Acc.

Plain Talk, 1003 K. St., N. W., Washington, D. C. (M-25) Suppressed news stories only. Morris A. Beale. No payment.

Poetry, A Magazine of Verse, 232 E. Erie St., Chicago. (M-25) High-class verse, Harriet Monroe. \$6 page (28 lines), Pub.

Poetry Digest, 516 5th Ave., New York. (M-25) Distinctive poetry; short-stories, articles, essays. Alan F. Pater. Poetry 10c line, Pub.

Popular Detective, (Standard Mags.) 22 W. 48th St., New York. (M-15) Fast-moving detective short-stories; novelettes 12,000 to 20,000. Leo Margulies. ¾c up, Acc.

Popular Western, (Standard Mags.) 22 W. 48th St., New York. (M-15) Fast-moving Western short-stories, novelettes 12,000 to 20,000. Leo Margulies. ¾c up, Acc.

Psychology, 1450 Broadway, New York. (M-25) Psychological or inspirational articles, personal experiences; short short-stories. E. Field. Varying rates, Pub. (Slow.)

Real America, 1120 Lake Shore Drive, Chicago. (M-25) Articles treating of vital American problems, exposes of graft and corruption, real facts about present-day conditions. Edwin Baird. 1c, extra for photos, Pub. Humorous miscellany 50c to \$1.

Real Detective, 1301 Paramount Bldg., New York. (M-25) True illustrated crime stories; detective mystery short-stories 5000 to 6000; novelettes 25,000. West F. Peterson. 1½ to 2c, photos \$2 to \$3, Pub.

Real Western, (Winford) 165 Franklin St., New York. (M) Western short-stories, novelettes. ½ to 1c, Acc.

Review of Reviews, 233 4th Ave., New York. (M-25) Articles on politics, economics, national problems, travel. Albert Shaw. 2c up, Pub.

Rexall Magazine, The, 43 Leon St., Boston. (M) Marguerite Wettin. Not in the market.

Saturday Night, 73 Richmond St., W., Toronto, Canada. (W) Articles of Canadian interest up to 2000; light, humorous articles, satire. B. K. Sandwell. 2/3 to 1c, photos \$2 to \$3, Pub.

Scholastic, 155 E. 44th St., New York. (W-10) Articles on current topics for high-school classes 500 to 1500. Maurice R. Robinson. 1c, Pub.

Secret Agent "X", (Periodical House) 56 W. 45th St., New York. (M-10) Detective short-stories 5000 to 6000; novelettes 10,000 to 15,000, sinister note. Detective articles. Rose Wyn. 1c, shortly after Pub.

Sentinel, The, 511 S. Sangamon St., Chicago. (W) Short-stories, Jewish theme, 1200 to 1500. Louis S. Berlin. \$6 a story, Acc.

Sexology, 99 Hudson St., New York. (M-25) Scientific articles on sex hygiene, education, etc. David M. Keller, M.D. Indefinite rates.

Sex Science, 1440 Broadway, New York. (M-25) Articles, essays on sex, hygiene, etc., 2500 to 3000. Indefinite rates, Pub.

Sky Birds, (Mag. Pubs.) 67 W. 44th St., New York. (M-15) Air and air-war short-stories 5000 to 7000; war-air novelettes 10,000 to 20,000. A. A. Wyn. 1 to 2c, Pub.

Sky Fighters, (Standard Mags.) 22 W. 48th St., New York. (M-10) Thrilling air-war short-stories, novelettes 20,000. Leo Margulies, Ed. Director. 3/4c up, Acc.

Snappy Magazine, (D. M. Pub. Co.) Wilmington, Del. (M) Snappy, risque stories 2000 to 3500. 3/4c, Pub.

Spicy Adventure Stories, (Culture Pubs.) 125 E. 46th St., New York. (M) Exotic adventures involving girls and sex, short-stories up to 5000. Lawrence Cadman. Up to 1c, Acc.

Spicy Detective Stories, (Culture Pubs.) 125 E. 46th St., New York. (M-25) Thrilling detective short-stories up to 6000, strong sex elements. Lawrence Cadman. 3/4c to 1c, Acc.

Spicy Stories, (D. M. Pub. Co.) Wilmington, Del. (M-25) Risqué short-stories 2000 to 3500, serials 6000 to 10,000; light, gay, humorous verse. 3/4c, Pub.

Spur, The, 515 Madison Ave., New York. (M-50) Articles on sport, travel, art, personalities, usually on assignment. H. S. Adams. Rates not stated.

Spy Stories, (Magazine Pubs.) 67 W. 44th St., New York. (M) Spy short-stories, novelettes. Helen Wismer. 1c up, Pub.

Stars and Stripes, The, Washington, D. C. (W) Articles on soldiers' interests. No payment.

Story, 20 E. 57th St., New York. (M-35) Distinctive short-stories. Whit Burnett, Martha Foley. Nominal rates, Pub.

Super Detective Stories, (Super) 125 E. 46th St., New York. (M-10) Detective short-stories 3000 up; novelettes 8000 to 25,000; strong suspense, exotic, unusual, thrilling plots. Frank Armer. 3/4 to 2c, Acc. New Author's Corner: short-shorts up to 2000, \$20 each.

Tattle Tales (Detinuer) 799 Broadway, New York. (M-25) Risqué, sex short-stories, scandal and triangle situations, 3000 to 4000. Merle W. Hersey. 3/4c, Pub.

Ten Detective Aces, (Mag. Pubs.) 67 W. 44th St., New York. (M-10) Dramatic detective, mystery short-stories, sinister note, woman interest welcome, 3000 to 5000; short shorts 1500 to 2000; novelettes 8000 to 10,000. A. A. Wyn. 1 to 2c, short shorts \$25, Pub.

10 Story Book, 529 S. Clark St., Chicago. (M-25) Iconoclastic, frank, sex short-stories, satires, odd stories, playlets. Harry Stephen Keeler. \$6 a story, Pub. (Slow.)

Thrilling Adventures, (Standard Mags.) 22 W. 48th St., New York. (M-15) Action short-stories up to 8000; novelettes 12,000; novels up to 20,000. Foreign locales; American heroes; occasional pseudo-scientific; no woman interest. Leo Margulies, Ed. Director. 3/4c up, Acc.

Thrilling Detective, (Standard Mags.) 22 W. 48th St., New York. (M-10) Action-detective short-stories up to 8000; novelettes 10,000; novels 20,000. Leo Margulies, Ed. Director. 3/4c up, Acc.

Thrilling Love Magazine, (Standard Mags.) 22 W. 48th St., New York. (M-10) Throbbing love short-stories up to 6000; novelettes 8,000; novels, 20,000, girl's viewpoint. Dorothy Sands; Leo Margulies, Ed. Director. 3/4c up, Acc.

Thrilling Ranch Stories, (Standard Mags.) 22 W. 48th St., New York. (M-15) Romantic action Western short-stories 4000 to 8000; novelettes 8000 to 10,000; novels 20,000. Leo Margulies. 3/4c up, Acc.

Thrilling Western, (Standard Mags.) 22 W. 48th St., New York. (M-15) Action-packed thrilling Western short-stories 5000 to 7000; novelettes 8000 to 10,000; novels 20,000. No love interest. Leo Margulies. 3/4c up, Acc.

Time, 135 E. 42d St., New York. (W-15) News, all staff written; no market, unless for exceptional news.

Toronto Star Weekly, 80 King St., W., Toronto, Canada. (W) Feature articles, general Canadian appeal, up to 1500; short-stories 3000 to 5000; love, mystery, sport, adventure serials; Canadian scene preferred. H. Main Johnston. 3/4c, Pub.

Town Tidings, 319 Main St., Buffalo, N. Y. (M) Humorous human-interest anecdotes, satiric sketches, short-stories up to 1000; cartoons, cartoon ideas, fillers. 1c, 60 days after Pub.

Town Topics, 3017 N. Grand Blvd., St. Louis, Mo. (M-25) Short-stories up to 6000; feature articles, home and garden, interior decorating, woman-interest articles, humor; poems. John G. Hartwig. Indefinite rates, Pub.; prizes for poems.

Travel, (McBride) 4 W. 16th St., New York. (M-35) Illustrated travel, exploration, adventure articles 1500 to 5000; photos. Coburn Gilman. 1c, \$1 to \$5 per photo, Pub.

True Gang Life, (Red Top Pubs.) 11 W. 42d St., New York. (M) Gangster, crime short-stories, novelettes, 2000 to 25,000. Rates by arrangement, Pub.

Two-Book Detective Magazine, (Two-books Mags.) 80 Lafayette St., New York (Bi-M-15) Complete detective, mystery novels 15,000 to 30,000. Will consider serial rights to published books. Roy deS. Horn. 3/4c, Acc.

Underworld, (Carwood) 551 5th Ave., New York. (Bi-M-15) Detective, crime deduction, gangster short-stories 3500 to 5000, novelettes up to 15,000. J. Thomas Wood. Up to 1c, Pub.

Virginia Quarterly Review, 1 West Range, University, Va. (Q-75) Literary, scientific, political essays 3000 to 5000, occasional short-stories, verse 10 to 40 lines. Lambert Davis. \$5 page (350 words) verse 50c line, Pub.

Waldorf-Astoria Magazine, 40 E. 34th St., New York. (M) Diverting fiction, articles, essays, 800 to 2500; verse; drawings, cartoons. Letitia Chaffee. 1 1/2c up, Pub.

Weld Tales, 840 N. Michigan Ave., Chicago. (M-25) Supernatural, bizarre, weird, pseudo-scientific short-stories up to 3500; novelettes up to 15,000; serials up to 60,000; verse up to 35 lines. Farnsworth Wright. 1c up, verse 25c line, Pub.

Welcomer Magazine, The, 600 N. Rossmore, Hollywood, Calif. (2M) Short-stories, articles, verse; Los Angeles and Southern California interests, by Los Angeles writers. Lawrence A. Harper. 3/4c, verse 15c line, Pub.

West, (Doubleday) Garden City, N. Y. (M-15) Western short-stories 2000 to 6000; novelettes 10-12,000; novels 30,000, romantic interest subordinate; verse up to 32 lines. Harry E. Maule. 3/4c up, Acc.

Western Aces, (Magazine Pubs.) 67 W. 44th St., New York. (M) Outlaw Western short-stories up to 6000, novelettes. A. A. Wyn. 1c up, Pub.

Western Fiction, (Newsstand) 220 W. 42d St., New York. (M) Romantic Western short-stories 3000 to 7000. Martin Goodman. Good rates, Pub.

Western Novel and Short Stories, (Newsstand) 305 Broadway, New York. (M-15) Western short-stories; complete novels, 75,000. Martin Goodman. Up to 1c, Pub. (Higher on assignment).

Western Round-Up, 37 W. 8th St., New York. (M-20) Western short-stories 3000 to 10,000; novelettes 10,000 to 25,000; old West settings. Fictionized fact stories 3000 to 10,000 dealing with frontier days. William H. Cook. 1c, Pub.

Western Trails, (Mag. Pubs.) 67 W. 44th St., New York. (M-15) Western action short-stories with mystery slant and woman interest up to 6000; novelettes up to 10,000. A. A. Wyn. 1 to 2c, Pub.

Wild West Stories and Complete Novel Magazine, (Teck) 461 8th Ave., New York. (M-25) Western short-stories 1000 to 8000, novels 40,000 to 75,000, articles up to 6000. 3/4c, Pub.

Wonder Stories, (Gernsback) 99 Hudson St., New York. (M-25) Plausible, adventure short-stories based on new scientific theories and developments of the future 1000 to 100,000. H. Gernsback. 3/4 to 3/4c, Pub. Scientific fantasy poetry, 25c line. (Slow.)

Yale Review, Box 1729, New Haven, Conn. (Q-\$1) Articles on current political, literary, scientific, art subjects 5000 to 6000. Wilbur Cross. Good rates, Pub.

LIST C

Trade, technical, religious, agricultural, business, educational and other class publications.

AGRICULTURAL, FARMING, LIVESTOCK

Breeder's Gazette, Spencer, Ind. (M-10) Short stories of success in farming under 1000. Livestock breeding and feeding articles. S. R. Guard. 1c, photos \$2, Pub. Sometimes no payment.

Dairy Goat Journal, Fairbury, Neb. (M) Articles on dairy goat industry, largely from regular writers. C. L. Leach. Approx. 1c, Acc.

Farm and Ranch, Dallas, Tex. (2M-5) Agricultural, livestock articles of the Southwest. Frank A. Briggs. 3/4c to 1c up, Pub.

Farm Journal, The, Washington Square, Philadelphia. (M-10) Agricultural, scenic, humorous articles with photos 300 to 600. Arthur H. Jenkins. First-class rates, Acc.

Hatchery Tribune, Mt. Morris, Ill. (M-10) Illustrated articles on successful selling methods by hatcheries 300 to 500. O. A. Hanke. 3/4 to 2c, Acc.

Hoard's Dairyman, Fort Atkinson, Wis. (2M) Miscellany on dairying interests. W. D. Hoard. Low rates, Pub.

Iowa and Corn Belt Farmer, 422 Court Ave., Des Moines, Ia. (M) Agricultural miscellany. Paul Talbot. Indefinite rates, Pub.

Ohio Farmer, 1013 Rockwell Ave., Cleveland, O. (W) Ohio agricultural articles. Walter H. Lloyd. Indefinite rates, Pub. Cover photos, \$5 to \$10.

Ontario Farmer, The, 73 Richmond St., W., Toronto, Canada. (M) Short-stories, rural appeal, 2500; items for farm women. W. Dawson. Indefinite rates, Acc.

Poultry Item, Sellersville, Pa. (M-15) Articles on poultry raising, successful poultrymen, their establishment, equipment, experiences, etc., 500 to 2000. Good rates, Acc.

Poultry Tribune, Mt. Morris, Ill. (M-10) Illustrated poultry articles 800. O. A. Hanke. 1c up, Pub.

Rural Progress, 22 W. Monroe St., Chicago. (M) Illustrated articles on problems of Middle-West farmers. L. K. Childers. 3/4c up, photos \$3, Acc.

Southern Dairy Products Journal, 573 W. Peachtree St., N. E., Atlanta, (M) Features on dairy management in Southern states. R. J. Puckett. 3/4c, Pub.

Successful Farming, (Meredith) Des Moines, Ia. (M-5) Agricultural articles; short-stories 2500 to 6000; 2-installment serials, verse, editorials, jokes, news items, photos, cartoons. Kirk Fox. 1c up, verse 25c line, Acc.

ART, PHOTOGRAPHY

Antiques, 468 4th Ave., New York. (M-50) Authoritative articles on antique collecting 1500 to 2000. Homer Eaton Keyes. 1 1/2c to 2c, Pub.

Camera, The, 636 S. Franklin Sq., Philadelphia. (M-25) Practical illustrated articles on photography and amateur cinematography 200 to 1500. No poetry. Frank V. Chambers. 3/4c, Acc.

Photo Miniature, 70 5th Ave., New York. (M-40) Monographs on particular phases of photography 12,000 to 15,000. John A. Tennant, \$50 each, Acc. (Out of market.)

AUTOMOBILE, AVIATION, BOATING, TRANSPORTATION, HIGHWAYS

A. A. A. Travel, Pennsylvania Ave. at 17th St., Washington, D. C. (M-15) Touring or travel articles, motor, plane, or water, 1500 to 1800; poems. F. Kay Buschman. 1c, verse 3 to 5c line, photos \$3 to \$5, Acc.

Aero Digest, 515 Madison Ave., New York. (M-35) News and features on the aviation industry, aeronautical engineering, military aeronautics, air travel, etc. Geo. F. McLaughlin. ½c up, Pub.

American Motorist, Pennsylvania Ave. at 17th St., Washington, D. C. (M-15) Illustrated travel articles, vicinity of Washington, 1800 to 2000; verse. F. Kay Buschman. 1c, Pub.

Aviation, 330 W. 42d St., New York. (M-35) News, features on aviation activities, technical articles, photos. Edward P. Warner. Good rates, Pub.

Highway Magazine, Armcoc Culvert Migrs. Assn., Middleton, O. (M) Articles on construction, operation, use of roads and streets 800 to 1200. W. H. Spindler. 1c, photos \$1, Acc.

Motorboat, 63 Beekman St., New York. (M-20) Articles of interest to practical boat owners, stories of actual cruises, etc. Gerald T. White; E. S. Nelson, Associate. ½ to 3c, Pub.

Motorship, 192 Lexington Ave., New York. (M-35) Articles on use of Diesel engines in ships, data on performance, economy of operation, 2000 to 3000. L. R. Ford. \$10 page, Pub.

National Waterways, Clark Bldg., Pittsburgh, Pa. (M-35) River transportation features, 3000 to 5000, news, fillers, photos. John W. Black. 1c, photos \$2 to \$3, Pub.

Popular Aviation, 608 S. Dearborn St., Chicago. (M-25) Popularized aviation, mechanics articles, war experiences, true adventures 2500 to 3500; fact items, fillers 100 to 800. B. G. Davis. ½ to 1c, Pub., photos extra.

Power Boating, Penton Bldg., Cleveland, O. (M-25) Technical and semi-technical articles on boating subjects. J. G. Robinson. Indefinite rates, Acc.

Rudder, The, 9 Murray St., New York. (M-35) Illustrated fact articles on cruises, navigation, etc., 3000. Wm. F. Crosby. 1c, photos \$3, Pub. (Overstocked.)

U. S. Air Services, 727 Transportation Bldg., Washington, D. C. (M-25) Aviation articles, short-stories, verse. E. N. Findley. 1c, Pub. (Overstocked.)

Western Construction News and Highways Builder, 114 Sansome St., San Francisco. (M) Signed articles by civil engineers on Western subjects. A. Gilbert Darwin. Varying rates.

Western Flying, 420 S. San Pedro St., Los Angeles. (M) Practical, helpful "how-to" articles on aviation sales, service, production, or aircraft operation. Query on features. Robert J. Pritchard. 25c inch. Pub. (Overstocked.)

BUSINESS, ADVERTISING, SALESMANSHIP

Advertising Age, 537 S. Dearborn St., Chicago. (W-5) Spot news only, with illustrations. Special monthly section devoted to industrial marketing and advertising. S. R. Bernstein. 1c, Pub.

American Business, 4660 Ravenswood Ave., Chicago. (M-15) Material 97% staff-written, but buys occasional concrete examples of business success in manufacturing field. Query. \$35 for 2000 words, Pub.

Bankers Magazine, 465 Main St., Cambridge, Mass. (M) Authoritative bank management articles. Keith F. Warren. ½c up, Pub.

Barron's, 44 Broad St., New York. (W-25) Authoritative financial articles 500 to 2500. Sherwin C. Badger. Indefinite rates, Acc.

Burrough's Clearing House, 6071 2d Blvd., Detroit. (M) Query editor on bank operating and management articles. Henry J. Boone. 2 to 3c, Acc.

Business Week, 330 W. 42nd St., New York. (W-20) Not in the market. Marc A. Rose.

Commerce, 1 N. LaSalle St., Chicago. (M-25) Invites queries on business articles from Middle West. Howard R. Smith, Mng. Ed. Rates variable. (Overstocked.)

Credit & Financial Management, 1 Park Ave., New York. (M-25) Articles on general credit and financial problems. Chester H. McCall. 1c, Pub.

Executive Purchaser, The, (Rogreen Pubs.) 623 E. St. Clair Ave., Cleveland. (M-25) Articles dealing with purchasing, purchasing practices and selected industrial topics 1000 to 3500. Lee Merkel. ½c up, Acc.

Forbes Magazine, 120 5th Ave., New York. (2M-25) New developments in business and finance—management, selling, merchandising, accounting, etc., 1500 to 2000. Seldom buys from outside writers. B. C. Forbes. Good rates, Acc.

Good Business, Unity School of Christianity, 917 Tracy Ave., Kansas City, Mo. (M-15) Articles on conducting business on constructive principles up to 1200. Frances J. Gable. 1c, Acc.

How to Sell, Mt. Morris, Ill. (M-10) The National Magazine of Direct Selling. Articles on direct selling 400 to 1500. R. C. Remington. ½c, Pub.

Independent Salesman, 22 E. 12th St., Cincinnati, O. (M-5) Illustrated interviews with and stories about people successful in direct selling up to 1700. Martin E. Siegel. ½ to 1c, photos \$1, Pub.

Nation's Business, The, 1615 H. St., N. W., Washington, D. C. (M-25) Business articles 2500. Merle Thorpe, Ed.; J. W. Bishop, Mng. Ed. Good rates, Acc.

Opportunity, 919 N. Michigan Ave., Chicago. (M-10) Interviews with big business men, with a sales angle; with successful salesmen, sales managers and distributors, accompanied by photo. Articles on "how" of selling. Ray O. Wiker. 1 to 2c, Acc.

Postage and Mailbag, 200 5th Ave., New York. (M-10) Direct-mail advertising articles. John Howie Wright. 1c, Pub. (Overstocked.)

Printers' Ink, 185 Madison Ave., New York. (W-10) (Also *Printers' Ink Monthly*) 25) Advertising and business articles. G. A. Nichols, Ed.; C. B. Larabee, Mng. Ed. Good rates, Pub.

Rand McNally Bankers Monthly, 536 S. Clark St., Chicago. (M-50) Short technical articles from banker's standpoint, preferably signed by banker. John Y. Beaty. Good rates, Pub.

Sales Management, 420 Lexington Ave., New York. (2M) Articles on marketing, national scope, signed by executives. Buys little. Raymond Bill. 1 to 3c, Pub.

Savings Bank Journal, 274 Madison Ave., New York. (M-35) Operation, advertising and promotion articles 1500 to 2000. J. C. Young. 1c, Pub.

Signts of the Times, P. O. Box 771, Cincinnati. (M-30) Electrical advertising, outdoor advertising and sign articles, illustrated, 1000 to 1500. E. Thomas Keller. ½c, Pub.

Specialty Salesman, Milwaukee, Wis. (Chicago Office, 307 N. Michigan Ave.) (M-15) Inspirational articles 1000 to 3000; human-interest short-stories 1000 to 3000; editorials on direct selling 800; short fact items, news pertinent to field 100 to 1000. H. J. Bligh. ½c up, Acc.

System and Business Management, 330 W. 42d St., New York. (M-35) Articles about business, profit-making ideas. Norman C. Firth. 1 to 2c, Acc.

Trained Men, 1001 Wyoming Ave., Scranton, Pa. (Q) Articles on industrial problems of interest to foremen, executives, 1000 to 2500; interviews 1000 to 2500. D. C. Vandercrook. 1c up, Acc.

Western Advertising, 564 Market St., San Francisco. (M-20) Buys material only on special assignment. Douglas G. McPhee. 1c, Pub.

BUILDING, ARCHITECTURE, LANDSCAPING, HOME DECORATING

American Home, The, 444 Madison Ave., New York. (M-10) Practical articles pertaining to home, interior decoration, building, gardening, recipes, 1200 to 1500. Mrs. Jean Austin. Indefinite rates, Pub.

Arts and Decoration, (Hanrahan) 50 E. 42d St., New York. (M-35) Articles, photos, drawings describing distinctive homes; the arts, entertainment, Decorating and furnishing merchandise news, Grace Alexander Young. 1 to 2c, Acc.

Better Homes & Gardens, (Meredith) 1714 Locust St., Des Moines, Ia. (M-10) Practical garden, home-making articles 1500; brief short-stories of allied interest. Elmer T. Peterson. 2c up, usual photo rates, Acc.

Canadian Homes & Gardens, (MacLean) 481 University Ave., Toronto, Canada. (M-25) Practical home and garden articles up to 2000, photos. J. Herbert Hodgins. 1c, Pub.

Country Home, The, 250 Park Ave., New York. (M-5) Articles on farming, home improvement, gardening; general features, 2500, mostly staff-written. Short fiction. Wheeler McMilian. Good rates, Acc.

Country Life, 444 Madison Ave., New York. (M-50) Illustrated gardening sport, interior decorating, country estates, travel articles 1000 to 1500; good photos essential. R. T. Townsend. \$50 to \$75 per article, Pub.

Gardens & Modern Homes, Builders Exch. Bldg., Cleveland, O. (M-10) Illustrated articles on homes, furnishings, gardens, 1000 to 2000; short-stories; occasional verse; photos of homes, interiors, gardens. Ralph G. Hess. ½ to 1c, Pub.

House and Garden, (Nast) Lexington at 43d, New York. (M-35) Home decoration, landscape, architectural articles. Richardson Wright. 1c up, Acc.

Home Management, 1 N. La Salle St., Chicago. (M) Illustrated articles on food service, preparation; home furnishings, entertaining, needlework, feminine charm, parental problems, etc., 400 to 800. Frederic Kammann. 3½ to 5½c, Pub.

House Beautiful combined with Home & Field, (Hearst) 572 Madison Ave., New York. (M-35) Articles on gardening, decoration, architecture up to 1500. Arthur H. Samuels. 2½c, Acc.

Sunset, 576 Sacramento St., San Francisco. (M-10) Home-making, garden, vacation, outdoor articles, Western appeal, 1000 to 1500. Buys only from Western writers. Lou F. Richardson; Genevieve A. Callahan. 1c up, verse 25c line, fillers \$1, Pub.

Town and Country, 572 Madison Ave., New York. (2M-50) Not in the market. H. J. Whigham.

EDUCATIONAL

American School Board Journal, 407 E. Michigan St., Milwaukee, Wis. (M-35) School administrative articles 500 to 5000. Photos of children in school activities, new school buildings. Wm. C. Bruce. ½ to 1c, Pub.

Grade Teacher, The, (Educ. Pub. Corp.) 425 4th Ave., New York. (M-30) Class-room helps; child verse. Florence Hale. ½c up, Pub.

Industrial Arts and Vocational Education, 407 E. Michigan St., Milwaukee, Wis. (M-25) Vocational articles. John J. Metz. ½c, Pub. (Overstocked.)

Instructor, The, 514 Cutler Bldg., Rochester, N. Y. (M-25) Prefers articles by teachers on school-room helps. Helen Mildred Owen. Good rates, Acc.

Journal of Education, 6 Park St., Boston. (2M-20) Stories and articles of class-room experience 1000 to 2000. Isobel R. Lay. \$5 to \$10 per story, Acc.

Practical Home Economics, 468 4th Ave., New York. (M-20) Educational articles on home economics for teachers 1500 to 2000. Jessie A. Knox. ½c, Pub.

School Activities, Topeka, Kans. (M-20) Articles on high-school extra-curricular activities 1000, one-act plays for school use, stunts, money-making plans, novelty entertainment material, up to 2000. C. R. Van Nice. ½c, Pub.

School Management, 114 E. 32d St., New York. (10 yearly-15) 200-word departmental items. \$1 each, Pub.

School News and Practical Educator, Taylorville, Ill. (M-20) Practical articles for grade teachers 1800 to 2800. Mrs. C. M. Parker. Low rates, Pub.

HEALTH, HYGIENE

Arena and Strength, 2741 N. Palethorpe St., Philadelphia, (M-15) Health, hygiene, exercise, diet, boxing articles. Up to 1c, Pub. (Unsatisfactory.)

Forecast, 6 E. 39th St., New York. (M-25) Scientific discussion of nutrition, child training; news articles on food and health progress 2000 to 3000. Alberta M. Goudiss. 1 to 1½c, Acc.

Hygeia, The Health Magazine, 535 No. Dearborn St., Chicago. (M-25) Health and medical articles and stories for the layman. Dr. Morris Fishbein. 1c up, Puh.

Industrial Medicine, 844 Rush St., Chicago. (M-50) Authentic articles dealing with study of the economy, law, theory, practice and statistics of employer-employee medical matters. Invites queries. A. D. Cloud. 1c, Puh.

Journal of the Outdoor Life, 50 W. 50th St., New York. (M-15) Anti-tuberculosis articles, short-stories, experience articles from tuberculosis patients. Philip P. Jacobs, Ph.D. Low rates, Acc.

Modern Medicine, 84 S. 10th St., Minneapolis. (M-25) Terse, crisp, vivid news abstracts of medical subjects; photos, illustrations of medical interest. Justus J. Schifferes, M.A. ½c up, photos \$3, Puh.

Physical Culture, (Macfadden) 1926 Broadway, New York. (M-15) Health articles, self-told adventures in health. Carl Easton Williams. Good rates, photos \$3 to \$5, Acc.

Trained Nurse & Hospital Review, 468 4th Ave., New York. (M-35) Articles on nursing, hospital, public health subjects 800 to 3200. Christmas fiction, Aug. 1. Meta Pennock. \$4 to \$5 per page (725 wds.), after Puh.

MUSICAL

Choir Herald, 3d and Madison Sts., Dayton, O. (M-15) Articles of interest to singers, choirs, music organizations 200 to 1800; sacred lyrics. ½c, \$2 per lyric, Acc.

Crescendo, 252 Asylum St., Hartford, Conn. (M-15) Articles on banjo, mandolin, guitar 150 to 1000. Walter Kaye Bauer. ¾c, Puh.

Drapason, 306 Wabash Ave., Chicago. (M-25) Articles on organs, organists, organ construction, church music; recital programs, reviews, 100 to 1000. S. E. Gruenstein. \$2 to \$4 column, Puh.

Disques, 9th and Walnut, Philadelphia. (M-15) Articles on music, involving phonograph records, 1200 to 1800. R. J. Macgruder. 1c, Acc.

Etude Music Magazine, 1712 Chestnut St., Philadelphia. (M-25) Articles on musical pedagogics 150 to 2000. James Francis Cooke. \$5 column, Puh.

Jacobs Orchestra Monthly, 120 Boylston Sq., Boston. (M-25) Articles for orchestra students, directors, etc., 150 to 1200. Arthur C. Morse. 1c, Puh.

Metronome, 113 W. 37th St., New York. (M-25) Articles on music trends, successful orchestras, etc., 200 to 2000. Doran K. Antrim. 1c, Puh.

Musical America, 113 W. 57th St., New York. (M-20) Music articles 1500 to 2000. A. Walter Kramer. Indefinite rates.

Musical Courier, 113 W. 57th St., New York. (M-15) Informational articles of interest to musicians 200 to 1000. Leonard Liebling. 1c, 60 days after Puh.

Musical Digest, 119 W. 57th St., New York. (M-35) Articles on music subjects, personalities 100 to 1200; light music verse. Pierre V. R. Key. 1c, Puh.

Musical Forecast, 1090 Union Square, Pittsburgh, Pa. (M-20) Informational articles, brief incidents, of interest to musicians. David H. Light. 1c, Puh.

Musical Quarterly, The, 3 E. 43d St., New York. (Q-75) Musical aesthetics, history articles. Carl Engel. \$4.50 page, Pub.

Musician, The, 853 7th Ave., New York. (M-25) Not in the market. Paul Kempf.

Top Notes, 119 W. 57th St., New York. (W-15) Music articles, satire, 500 to 1000; short poems; drawings. Pierre V. R. Key. Indefinite rates.

RELIGIOUS

Adult Bible Class Monthly, 420 Plum St., Cincinnati, O. (M-10) Religious educational articles 300 to 1500, short short-stories 1200 to 1600, verse 2 or 3 stanzas, news of significant Bible-class activities 100. Lucius H. Bugbee. ½ to 1c, verse \$3 to \$10, photos \$2.50 up, Acc. (Overstocked.)

Advance, 14 Beacon St., Boston. (W-10) Religious articles, verse. W. E. Gilroy, D.D. Indefinite rates, Pub. (Overstocked.)

Ave Maria, The, Notre Dame, Ind. (W-10) Short-stories 2800 to 3000; serials 15 to 20 to 3000-word chapters; articles on Catholic topics 300; religious poems not over 24 lines. Juvenile adventure short-stories, serials, religious but not preachy. Rev. P. J. Carroll, C.S.C. \$3 page, poems \$5, Pub.

Canadian Messenger, The, 160 Wellesley Crescent, Toronto, Ont., Canada. (M-10) Short-stories, Catholic atmosphere, 3000; no love stories; articles, Catholic interest, 1000 to 3000. Rev. J. I. Bergin, S.J. ½c, Acc.

Catholic World, 411 W. 59th St., New York. (M-10) Scientific, historical, literary, art articles; short-stories 2500 to 4500; verse. Rev. James M. Gillis, C.S.P. Indefinite rates, Pub.

Christian Advocate, The, 150 5th Ave., New York. (W-10) Articles, miscellany 1500. James R. Joy. Low rates, Pub. (Overstocked.)

Christian Endeavor World, 419 4th Ave., New York. (Q-20) Christian Endeavor news. No contributed matter.

Christian Herald, 419 4th Ave., New York. (M) Religious, sociological articles; short-stories 1000 to 6000. Varying rates, Pub. (No unsolicited material.)

Church Business, Duplex Envelope Co., Richmond, Va. (Bi-M) Articles with or without illustrations on church plans, programs, etc., up to 800; religious fillers, jokes. Mary M. Cocke. About 1c, jokes \$1, Puh.

Churchman, The, 19 E. 47th St., New York. (2M-20) Liberal Christianity articles, verse. Rev. Guy Emery Shipley, Litt.D. No payment.

Cradle Roll Home, The, 161 8th Ave., N. Nashville, Tenn. (Q) Articles for parents of pre-school age children 150 to 800, fact items. Agnes Kennedy Holmes. ½c, Acc.

Improvement Era, The, 50 N. Main St., Salt Lake City, Utah. (M-20) Organ of Latterday Saints. Moral short-stories 4500; serials 30,000; religious, educational articles 4500; essays 2500. H. R. Merrill; Elsie Talmage Brandley. ½c, verse 12½c line, Acc.

Living Church, The, 1801 W. Fond du Lac Ave., Milwaukee. (W-10) Short illustrated articles on religious and social subjects, Episcopal viewpoint, 1000 to 2000. C. P. Morehouse. \$1.50 column, Acc. Religious verse, no payment.

Lookout, The, Standard Pub. Co., 8th and Cutter Sts., Cincinnati. (W-5) Articles on Christian education, adult Sunday school work 1800 to 2200; wholesale short-stories 1500 to 2000, serials up to 12 chapters, 1500 to 2000 each. Photos, upright, 8x10, scenic, human-interest. Guy P. Leavitt. ½c, photos \$1 to \$5, one month after Acc.

Magnificat, 131 Laurel St., Manchester, N. H. (M-25) Catholic articles, short-stories, serials, verse. Indefinite rates, Acc.

Messenger of the Sacred Heart, 515 E. Fordham Rd., New York. (M) Catholic articles, short-stories, 2300 to 3900. Varying rates, Puh.

Miraculous Medal, The, 100 E. Price St., Philadelphia. (M-10) Articles of Catholic interest, short-stories, verse. Rev. Kieran P. Moran, C.M. 1c, Acc. (Out of the market.)

Progress, Unity School of Christianity, 917 Tracy Ave., Kansas City, Mo. (M-15) Solution of personal and world problems from standpoint of Christ teachings. Short-stories 1500 to 3500; articles 500 to 1500; poetry 4 to 16 lines. Ernest C. Wilson. 1c up, verse 25c line up, Acc. (Overstocked on verse.)

Queen's Work, The, 3742 W. Pine Blvd., St. Louis, Mo. (M) Catholic interests; short-stories, articles, 1200 to 2400. Rev. Daniel A. Lord, S.J. ½c, Acc.

Sign, The, Union City, N. J. (M) Catholic articles, short-stories. Rev. Theophane Maguire, C.P. Indefinite rates, Acc.

Standard Bible Teacher, Box 5, Sta. N., Cincinnati, O. (Q-15) Biblical study articles 1500 to 2000. Frederick J. Gielow, Jr. ¼c, Acc.

Sunday School Times, 323 N. 13th St., Philadelphia. (W) Religious articles, verse. Charles G. Trumbull. ½c up, Acc.

Sunday School World, 1816 Chestnut St., Philadelphia. (M-10) Articles for teachers in one-room rural Sunday-schools up to 1200. Arthur M. Baker. ½c, Acc.

Union Signal, The, Evanston, Ill. (W-5) Short-stories, short serials, on value of total abstinence. Mrs. Helen E. Tyler. About \$5 per 1500-word story, Pub.

Unity, also **Weekly Unity**, 917 Tracy Ave., Kansas City. (M and W) Christian metaphysical articles 1500 to 2500, religious verse 8 to 24 lines. Charles Fillmore. 1c up, verse 25c line up, Acc.

SCIENTIFIC, TECHNICAL, RADIO, MECHANICS

Broadcasting Magazine, 11 E. 36th St., New York. (M) Radio fan miscellany. Indefinite rates.

Electricity on the Farm, 24 W. 40th St., New York. (M-10) Actual experience stories, illustrated, on uses of central station electricity on the farm, up to 1000. Fred Shepperd. ½c, Acc. (Overstocked.)

Everyday Science & Mechanics, (Gernshack) 99 Hudson St., New York. (M-15) Constructional and experimental articles up to 2000. H. Gernshack. ½c up, photos \$2 up, Pub. (Slow.)

Home Craftsman, The, 63 Park Row, New York. (Bi-M-15) "How-to-make-it" articles of interest to home craftsmen, 300 to 1200; photos or drawings essential; home improvement fillers, 150. H. J. Hobbs. 1c to 2c, photos \$3 up, Pub.

Illustrated Mechanics, 1411 Wyandotte St., Kansas City, Mo. (M-5) Exclusively a home workshop-homecraft magazine featuring "how-to-make-it" articles 500 to 1500. E. A. Weishaar. ½c to 1c, photos or drawings \$1 to \$3, Acc.

Modern Mechanix and Inventions, 529 S. 7th St., Minneapolis, Minn. (M-15) Popularly illustrated mechanical, scientific, adventure articles up to 2000, fact items with photos; construction ideas for amateur workshop fans. William Kostka. Good rates, photos \$3 up, Acc.

Mechanics and Handicraft, (Standard) 22 W. 48th St., New York. (Q-15) Popular science miscellany. Good rates, Acc.

Model Craftsman, The, McGraw Hill Bldg., New York. (M-25) Illustrated nature articles 1500 to 2000; fillers with pictures 100 to 400; no poetry. R. W. Westwood. 1 to 5c, Acc. (Overstocked.)

Nature Magazine, 1214 16th St., Washington, D. C. (M-35) Illustrated nature articles 1500 to 2000, no poetry. R. W. Westwood. 1 to 5c, Acc. (Overstocked.)

Popular Home Craft, 737 N. Michigan Ave., Chicago. (Bi-M) Non-technical articles of interest to the home craftsman—woodcraft, leathercraft, metalcraft. L. D. Perry. \$8 page, Pub. (Slow.)

Popular Mechanics, 200 E. Ontario St., Chicago. (M-25) Illustrated articles on scientific, mechanical, industrial, discoveries; human interest and adventure elements, 1 to 20 photos, 300 to 1500; fillers up to 250. L. K. Weber. 1 to 10c; photos \$3 up, Acc.

Popular Science Monthly, 381 4th Ave., New York. (M-15) Non-technical illustrated articles on scientific, mechanical, labor-saving devices, discoveries, under 2000. Raymond J. Brown. 1c up to 10c, photos \$3 up, Acc.

Scientific American, 24 W. 40th St., New York. (M-35) Scientific, technical articles popularly presented, discoveries, inventions. O. D. Munn. Indefinite rates, Acc. (Overstocked.)

Scientific Psychology, 4238 Clarendon Ave., Chicago. (M-23) Scientific articles on psychology 1500 to 3000; timely items. D. J. Foard. No payment.

Scientific Progress, (Modern Scientific) 310 Riverside Drive, New York. (M-25) Popular scientific articles on health, psychology, achievement. Dagobert D. Runes, Ph.D. Rarely pays.

Short Wave Radio, 1123 Broadway, New York. (M) Technical radio material on short wave receivers and transmitters, illustrated, 1000 to 3000. Robert Herzberg, 1c, Pub.

Tower Radio, (Tower) 55 5th Ave., New York. (M) Radio fan material. Frederick James Smith. Good rates, Acc.

Universal Model Airplane News, 551 5th Ave., New York. (M-20) Model airplane construction articles. Rates not stated.

SPORTING, OUTDOOR, HUNTING, FISHING

Alaska Sportsman, The, Ketchikan, Alaska. (M) Short-stories, Alaska interest, 2000 to 5000; outdoor fact articles. Photos. Low rates, Pub.

American Golfer, The (Nast) Lexington at 43d Sts., New York. (M-25) Golf articles up to 1500. Grantland Rice. Rates not stated.

American Rifleman, The, 816 Barr Bldg., Washington, D. C. (M-25) Authentic illustrated gunsmithing, shooting, ammunition, ballistic articles, hunting stories, preferably 3000. Laurence J. Hathaway. About 1c, Pub. (Overstocked.)

American Trapper, Plymouth, Calif. (M) Short fact stories on trapping 500 to 1500; short items 100 to 200; photos. N. E. Sharp. 3c, Acc. or Pub.

Baseball Magazine, The, 70 5th Ave., New York. (M-20) Baseball articles, verse. F. C. Lane. ½ to 1c, Pub.

Field and Stream, (Warner) 578 Madison Ave., New York. (M-25) Illustrated camping, fishing, hunting, sportsmen's articles, 2500 to 3000. Ray P. Holland. 1c up, Acc.

Fur-Fish-Game, 174 E. Long St., Columbus, O. (M-25) Fishing, hunting, fur-raising articles by practical authorities; true Indian and frontier day stories 3000 to 5000. A. V. Harding. ¼ to 1c, Acc.

Golf Illustrated, 425 5th Ave., New York. (M-50) Golf articles. A. W. Tillinghast. 2c, Pub.

Hunter-Trader-Trapper, 386 S. 4th St., Columbus, O. (M-25) Fur-farming, hunting-dog articles, outdoor photos. Otto Kuechler. Indefinite rates, Acc. (Overstocked.)

National Bowlers Journal and Recreation Age, 360 N. Michigan Ave., Chicago. (M-25) Articles on bowling, billiards, softball, lawn bowling, hockey. J. M. Luby. Indefinite rates, Pub.

National Sportsman, 75 Federal St., Boston. (M-10) Hunting and fishing articles. Low rates, Pub.

Outdoor Life, 381 4th Ave., New York. (M-15) Articles on outdoor activities, sportsmen's interests, up to 3000. Raymond J. Brown. Up to 10c, \$3 up for photos, kinks, shorts, Acc.

Pacific Sportsman, 401 Sansome St., San Francisco. (M) Outdoor, fishing, hunting, boating, canoeing, camping articles 500 to 1500; outdoor poetry up to 16 lines. John C. River. No payment.

Scholastic Coach, The, 155 E. 44th St., New York. (M-25) Technical articles on football, basketball, track, field, 1000; photos and drawings. Jack Lippert. 1c, Pub.

Sports and Trails of the Northwoods, 900 Phoenix Bldg., Minneapolis. (M-10) Stories of actual fishing, hunting trips, good photos, 1500 to 2000. P. K. Whipple. 1 to 2c, Acc.

Sportsman, The, 8 Arlington St., Boston. (M-50) Articles on special aspects of amateur sports, fox-hunting, polo, yacht racing, gunning, fishing, etc., 1500 to 2500. Prefers query. Richard Fly Daniels. Indefinite rates, photos \$5, Pub.

Squash-Badminton, 500 5th Ave., New York. (M-50) Articles on squash, badminton; local activities; photos. Robert C. Hynson. 3c, Pub.

Turf & Sport Digest, 511 Oakland Ave., Baltimore, Md. (M-35) Articles on sports, horse racing, football, baseball, etc., 1000 to 5000, sport short-stories up to 5000; serials up to 20,000, especially racing fiction. Edgar G. Horn. 3c, Pub.

THEATRICAL, MOTION PICTURE, RADIO, "FAN" MAGAZINES

Billboard, The, 1564 Broadway, New York; 25 Opera Pl., Cincinnati, O. (W-15) Amusement articles on assignment only. A. C. Hartmann, E. E. Sugarman. Space rates, Pub. Does not pay for unsolicited news.

Greater Show World, 1547 Broadway, New York. (2M-10) Articles, short-stories, novelettes, fillers, on show people, theatrical business. Johnny J. Kline. ½c, Pub.

Hollywood Magazine, (Fawcett) 529 S. 7th St., Minneapolis. (M-10) Interviews on assignment. Capt. Roscoe Fawcett. Liberal rates, Acc.

Modern Screen, (Dell) 149 Madison Ave., New York. (M-10) Movie fan material on assignment. Mary Burgum. Good rates, Acc.

Motion Picture Magazine, 1501 Broadway, New York. (M-15) Articles on motion pictures and stars, usually on assignment. Laurence Reid. Good rates, Acc.

Movie Classic, 1501 Broadway, New York. (M-10) Articles on motion pictures and stars, usually on assignment. Laurence Reid. Good rates, Acc.

Movie Mirror, (Macfadden) 1926 Broadway, New York. (M-10) Motion-picture fan material only on assignment. Ernest V. Heyn, N. Y. editor; Ruth Waterbury. Good rates, Acc.

New Movie Magazine, (Tower) 55 5th Ave., New York. (M-10) Fan material by arrangement. Frank J. McNelis. Good rates, Acc.

Photoplay, (Macfadden) 1926 Broadway, New York. (M-25) Motion picture articles; no fiction. Good rates, Acc.

Picture Play Magazine, (S. & S.) 79 7th Ave., New York. (M-15) Articles 1200 to 1500 of interest to motion-picture enthusiasts, usually on assignment. Norbert Lusk. Indefinite rates, Acc.

Radioland, (Fawcett) 52 Vanderbilt Ave., New York. (M-10) Feature articles on radio subjects and personalities. Donald G. Cooley. Good rates, Acc.

Radio Stars, (Dell) 149 Madison Ave., New York. (M-10) Fan stories, lives of radio personalities up to 2000. Curtis Mitchell. Good rates, Acc.

Romances of Hollywood "Movies," (Alavanja Pubs.) 1450 Broadway, New York. (M-10) Movie fan stories and interviews. M. R. Reese. Fair rates, Pub. (Slow.)

Screen Book, (Fawcett) 52 Vanderbilt Ave., New York. (M-10) Short news articles on popular screen favorites, usually on assignment. Carl A. Schroeder. Liberal rates, Acc.

Screenland, 45 W. 45th St., New York. (M-25) Motion-picture feature articles. Delight Evans. Fair rates, Pub.

Screen Play, (Fawcett) 52 Vanderbilt Ave., New York. (M-10) Authentic articles of interest to movie fans, usually on assignment. Capt. Roscoe Fawcett. Liberal rates, Acc.

Shadowplay, (Macfadden) 1926 Broadway, New York. (M-10) Motion-picture material; no fiction. Good rates, Acc.

Theatre Arts Monthly, 40 E. 49th St., New York; 2 Ladbrooke Rd., London, W. 11, England. (M-50) Theatrical articles 1800 to 2500. Edith J. R. Isaacs. 2c, Pub.

Variety, 154 W. 46th St., New York. (W-15) Theatrical articles, news. Sidne Silverman. Space rates.

TRADE JOURNALS—MISCELLANEOUS

American Artisan, 6 N. Michigan Ave., Chicago, Ill. (M) Merchandising articles with illustrations on experiences of men in warm-air heating and sheet metal work. J. D. Wilder. \$3.50 to \$10 page, including art.

American Baker, The, 118 S. 6th St., Minneapolis. (M-10) Short success stories; baking innovations; examples of good merchandising ½c and up, Acc.

American Builder and Building Age, 105 W. Adams St., Chicago. (M-25) Articles on activities of home-building contractors. B. L. Johnson. \$10 page, Pub.

American Druggist, 572 Madison Ave., New York. (M) Highest type drug merchandising articles 200 to 1000; photos, cartoons, cartoon ideas. Howard Stephenson. High rates, Acc.

American Hairdresser, 386 4th Ave., New York. (M-35) Trade News. 1c, Pub.

American Hatter, Haberdasher and Clothier, 1225 Broadway, New York. (M-50) Trade miscellany. R. C. Boehm. ½ to 1c, photos \$2, Pub.

American Lumberman, 431 S. Dearborn St., Chicago. (Bi-W) News and features of lumber and building materials industry. A. L. Ford. \$3.50 column, Pub.

American Painter & Decorator, 3713 Washington Blvd., St. Louis. (M-10) Fact stories on successful painters and decorators 200 to 800. George Boardman Perry. Up to 1c, Pub.

American Paint & Oil Dealer, 3713 Washington Blvd., St. Louis. (M) Retail paint selling articles, illustrated. Arthur A. Poss. Good rates, Pub. (Overstocked.)

American Paper Merchant, 1911 Conway Bldg., Chicago. (M) News and features regarding paper merchants. Frank C. Petrine, Mng. Ed. ½c up, Acc.

American Perfumer & Essential Oil Review, 432 4th Ave., New York. (M-30) Technical, scientific articles on perfumes, cosmetics, soaps, etc., articles on merchandising and advertising of same from manufacturer's standpoint; news items on manufacturers. S. L. Mayham. Indefinite rates, features, Acc.; news, Pub.

American Printer, The, 9 E. 38th St., New York. (M-25) Technical articles for printing-plant executives. L. B. Siegfried. 1c up, Pub.

American Restaurant Magazine, 5 S. Wabash Ave., Chicago. (M) Largely staff-prepared. H. C. Siekman.

American Silk & Rayon Journal, 373 4th Ave., New York. (M-30) Articles on silk, rayon, textile industry 1500 to 3000. H. W. Smith. \$6 per 1000, Pub.

Amusement Park Management, 404 4th Ave., New York. (M-25) Constructive articles on general amusement park operation, with photos. S. Hoffman. 1c, photos \$1.50, Pub.

Art of Mosaics & Terazzo, 400 W. Madison St., Chicago. Articles on use and sale of mosaics and terazzo work. R. B. Birch, Jr. 1c, photos \$2, Pub. (Very slow.)

Autobody Trimmer and Painter, 128 Opera Place, Cincinnati. (M-20) Limited market for technical and merchandising articles of the trade. John R. Warrington. ½c, Pub.

Automatic World, 120 St. Louis Ave., Ft. Worth, Tex. (M) News and features covering the vending machine business. Tom F. Murray. ½c, Pub.

Automobile Trade Journal, Chestnut and 56th, Philadelphia. (M) Features based on interviews with successful automobile or equipment dealers and wholesalers. Leon F. Banigan. 1c up, Pub.

Automotive Daily News, 5th Floor, New Centre Bldg., Detroit, Mich. News correspondents in towns and cities of importance. Chris Sinsabaugh. 20c inch, photos \$1.50, Pub.

Automotive Electricity, 480 Lexington Ave., New York. (M-20) Technical articles on automotive electric and shop equipment, articles on merchandising service and accessories 1200 with art. L. E. Murray. ½c up, Pub.

Automotive Merchandising, 97 Horatio St., New York. (M) Articles of interest to car dealers, garages, service stations, independent shops up to 1000. Photos. Stanley P. McMinn. 1c, Pub.

Automotive Service News, 223 S. Waverly Drive, Dallas, Tex. (2M-10) Short news items pertaining to local trade associations of auto repair men, tire and battery men, gas and oil retailers, etc., and by appointment, cartoons relating to these trades. C. C. Hayley. 1c, Pub. (Overstocked.)

Bakers' Helper, 330 S. Wells St., Chicago. (2M-25) Business-building plans for bakers, technical articles, chiefly supplied by staff. V. E. Marx. 35c inch (73 words), Pub.

Bakers Weekly, 45 W. 45th St., New York. (W-10) News correspondents in principal cities. Bakery features, selling ideas, window displays. Albert Klopfier. Space rates, Pub.

Bakers Review, 330 W. 42d St., New York. (M) Successful merchandising plans of bakers, technical articles of the trade. A. Smit. 20c inch, Pub. (Buy little.)

Beach and Pool, 404 4th Ave., New York. (M-25) Illustrated articles on swimming and beach operation, management, swimming-pool design, construction, sanitation, etc., 1000. 1c up, photos \$1.50 up, Pub. (Overstocked.)

Beautician Magazine, 152 W. 42d St., New York. (M) Articles of interest to beauty shop owners and operators 1000. Henrietta Heiston. 1c, Pub.

Black Diamond, The, 431 S. Dearborn St., Chicago. (Bi-W-20) Practical method articles in the coal industry. A. T. Murphy. 1c up, Pub.

Boot & Shoe Recorder, 239 W. 39th St., New York. (W-25) "Success" stories from retail shoe stores; news. Regular correspondents. Arthur D. Anderson. 1c, Pub.

Boys' Outfitter, 175 Fifth Ave., New York (M) Interviews with boys' department buyers. Regular correspondents. Ivan Block. 25c column inch, Pub.

Bowen's Wines & Spirits, 205 E. 42d St., New York. (M-40) De luxe trade paper for distillers, wholesalers, rectifiers, wineries. Articles on merchandising, engineering, management. 1200. Inquiry first. Special assignments. Hartley W. Barclay.

Brewer and Dispenser, 501 Maritime Bldg., Seattle, Wash. (M) News and features of Pacific coast beer industry. Rates indefinite.

Brewers' Journal, 431 So. Dearborn St., Chicago. (M) News and features of the brewing industry. H. S. Rich, Pub.

Brewery Age, 43 E. Ohio St., Chicago. (M-30) News and features of the brewing industry. Jos. Dubin. Indefinite rates, Pub.

* **Brick & Clay Record**, 59 E. Van Buren St., Chicago. (M-50) News and features of brick and clay industry. Regular correspondents. H. V. Kaeppel, Mng. Ed. 1c up, Pub.

Building Modernization, 192 Lexington Ave., New York. (M) Illustrated, factual articles on modernization of homes, hotels, factories, public buildings. C. G. Peker. 1c, Pub.

Building Supply News, 59 E. Van Buren St., Chicago. (M-25) Merchandising features of lumber and building materials dealers. Query. H. K. Taylor. 1c, Pub.

Bunting's Novelty Mart, North Chicago, Ill. (M) Entirely staff written. Henry S. Bunting.

Bus Transportation, 330 W. 42d St., New York. (M-25) Practical bus operation articles 2000, 2 or 3 photos. C. W. Stocks. 34c, Acc. News items, first 100 words 2c, bal. each item 1c, Pub.

California Wine Review, 420 S. San Pedro St., Los Angeles. (M-25) Articles of interest to wineries. Query on features. Robert Pritchard. Indefinite rates, Pub.

Casket & Sunnyside, 487 Broadway, New York. (M-50) Interviews with morticians on mortuary management. Seabury Quinn. 1c, Pub. (Query first.)

Ceramic Industry, 59 E. Van Buren St., Chicago. (M-50) News items pertaining to pottery, glass, enamel plants, executives, sales campaigns, production activity. H. V. Kaeppel, Mng. Ed. 1c, Pub.

Chain Store Age, 93 Worth St., New York. (M-35) Feature articles on special assignment only. Godfrey M. Lebar. About 1c, Pub.

Chain Store Management, 18 E. 41st St., New York. M-25) Out of the market. Glenn C. Compton.

Cleaning and Dyeing World, 330 W. 42d St., New York. (W) Technical articles, merchandising, advertising, window display, success stories. A. R. Kates. About 1c, Pub.

Commercial Car Journal, Chestnut and 56th Sts., Philadelphia. (M-25) Articles on servicing and operating methods of large truck fleet operators, particularly methods for effecting economies. 1500. George T. Hook. Variable rates, Pub.

Confectionery and Ice Cream World, 99 Hudson St., New York. (W) Correspondents in principal cities provide news coverage. Fair rates, Pub.

Concrete Products, 330 S. Wells St., Chicago. (Bi-M) Illustrated articles on manufacture, marketing and uses of pre-cast concrete products 500 to 1500. H. K. Ferguson. \$10 page, Pub.

Confectioners Journal, 437 Chestnut St., Philadelphia. (M-35) Articles on wholesale and retail manufacturing candy business and jobbing. Eugene Pharo. Up to 1c, Acc. (Buying very little.)

Corsets & Brassieres, 267 Fifth Ave., New York. (M) Query on department or specialty shop features. J. H. Bowman. 1c, Pub.

Corset & Underwear Review, 1170 Broadway, New York. (M-35) Articles, editorials, buyer news feature articles for corset and brassiere departments, specialty shops. Louise Campe. 1c, Pub.

Cracker Baker, The, 45 W. 45th St., New York. (Chicago office, 360 N. Michigan Ave.) (M-20) One or two-page stories pertaining to biscuits and crackers, or the industry; plant write-ups; sales stories; practical or technical articles; human-interest and success stories of men in the industry. Query. L. M. Dawson. 30 to 50c inch, Pub.

Crockery and Glass Journal, 1170 Broadway, New York (M) Illustrated articles on china and glass sales promotion stunts by retail stores, 1000; interviews with buyers; merchandising stories; news items; photos. John Regan. 1c, Pub.

Dairy Produce, 110 N. Franklin St., Chicago. (2M-15) Limited market for features on distribution and merchandising of dairy products; must be illustrated. C. S. Paton. Up to 1c, Pub.

Dairy World, 608 S. Dearborn St., Chicago. (M-10) Merchandising and improved quality of product articles of proved merit; new or remodeled plant articles on dairy plants (milk, ice-cream, butter, cheese, dairy by-products); articles on milk plants preferred, 500 to 2000, with photos, ads. E. C. Ackerman, 1c, ads \$1, photos \$1 to \$3, Pub.

Decorative Furnisher, The, 381 4th Ave., New York. (M) Illustrated articles of interest to interior decorators, decorative departments in high-class department stores, home furnishers, and retailers. Good rates, Pub. (Overstocked.)

Diesel Power, 192 Lexington Ave., New York. (M) Articles on oil engine uses. Lacey H. Morrison. 1c, Pub.

Diesel Transportation, supplement to Diesel Power, 192 Lexington Ave., New York. Illustrated articles on use of diesel engines in locomotives, rail cars, tractors, etc. Lacey H. Morrison. 1c, Pub.

Distribution and Warehousing, 249 W. 39th St., New York. (M-30) Articles dealing with public warehouse problems. Kent B. Stiles. 34c up, photos \$2, Pub.

Domestic Engineering, 1900 Prairie Ave., Chicago. (M-25) Plumbing, heating, and air conditioning trade merchandising and technical articles up to 3000. R. V. Sawhill. 1c, Pub.

Drapery Profits, 420 Lexington Ave., New York. (M-35) Authenticated articles on selling and advertising decorative fabrics, photos. W. H. McCleary. 1c, photos \$3, Pub.

Dress Accessories, 1170 Broadway, New York. (M) News and features of interest to buyers of gloves, laces, handkerchiefs, costume flowers, etc. Lee R. Shope. 1c, Pub. (Not in market.)

Drugists' Circular, The, 12 Gold St., New York. (M-25) Druggist success articles. G. K. Hatchett. Indefinite rates, Pub.

Drycleaning Progress, 120 St. Louis Ave., Ft. Worth, Texas. (M) News and features of trade in Southern states. V. E. Martin. 1c, Pub. (Not buying.)

Drug Topics, 330 W. 42d St., New York. (W-10) Retail drug trade. Dan Rennick, Mng. Ed. 1c, Pub. Numerous unsatisfactory experiences reported, such as excessive cutting, lost manuscripts, delayed payments, etc.

Drug Trade News, 330 W. 42d St., New York. (Bi-W) News of manufacturers in drug and toilet goods fields. Dan Rennick, Mng. Ed. Indefinite rates. See comment on Drug Topics.

Dry Goods Economist, 239 W. 39th St., New York. (M-25) Articles of specific interest to department store field, up to 1000. C. K. MacDermit, Jr., Mng. Ed. 1½c, photos \$2, special rates on best material, month after acceptance.

Dry Goods Merchants Trade Journal, 507 W. 10th St., Des Moines, Ia. (M) Largely staff-written. Buys some shorts. K. I. Borenman. 1c, Acc.

Editor & Publisher, 1700 Times Bldg., New York. (W-10) Daily newspaper trade articles, news items. Marlen E. Pew. \$2 col. up, Pub.

Electrical Dealer, 360 N. Michigan Ave., Chicago. Illustrated features, "shortciles," on merchandising electrical appliances. Stanley Dennis. 1c, Pub.

Electrical West, 883 Mission St., San Francisco. (M-25) Articles on methods of improving sale of electrical merchandise by dealers and contractors in Western states only. Unusual electrical installations involving special technique. (Mostly own sources.) William A. Cyr, Assoc. Ed. ½ to 1c, Pub.

Electrical Wholesaling, 520 N. Michigan Ave., Chicago. (M-15) Largely staff-written. Query editor on possible features. E. T. Rowland. Good rates, Pub.

Electric Refrigeration News, 5229 Cass Bldg., Detroit, Mich. (W-10) Informative articles on installations and servicing of refrigeration machines; reports of air-conditioning installations; news of more than local importance; human interest photos. George F. Taubeneck. 1c, Pub. (Buying little.)

Excavating Engineer, S. Milwaukee, Wis. (M-25) Semi-technical articles on excavation by power shovel, dragline, dredge, clam shell, excavating contracts, open pit mining, quarry drainage, etc., 500 to 2000. Arnold Andrews. 1c, photos \$1, Pub. (Query.)

Factory Management & Maintenance, 330 W. 42nd St., New York. (M) Query editor on articles on factory management methods. L. C. Morrow. Good rates, Pub.

Feed Bag, The, 210 E. Michigan St., Milwaukee. (M-25) Articles on merchandising ideas used by feed dealers (describe methods; quote figures) 750 to 1000. David K. Steenberg. 1c, Pub.

Fedstuffs, 118 S. Sixth St., Minneapolis. (W-5) Articles on merchandising, cost accounting, general business practices, applicable to the feed trade, preferably from midwest and northern states. Carroll K. Michener. 1c, Acc.

Film Daily, 1650 Broadway, New York. (D) News of the industry. J. W. Alicoate. Space rates.

Fishing Gazette, 461 8th Ave., New York. (M-25) Wholesale fish publication; not buying at present. James E. Munson. 1c, Pub.

Food Field Reporter, 330 W. 42d St., New York. (Bi-W) News of food and grocery product manufacturers. Dan Renning. 1c, Dept. items, 10c line, Pub. Basic editorial policy relating to contributors disapproved by The Author & Journalist.

Ford Dealer and Service Field, 407 E. Michigan St., Milwaukee. (M-25) Ford trade articles preferable under 500, on selling, service, parts merchandising, administration. Ford super-service station operation. H. James Larkin. 1c, Acc.

Furniture Age, 2225 Herndon St., Chicago. (Bi-M-\$1) Illustrated merchandising shorts and home furnishing trend articles 100 to 1500, in re furniture, rugs, draperies, refrigeration, washing machines, radio, toys; featuring outstanding advertising displays, new stores, model houses, promotional methods. Only well illustrated material accepted. J. A. Gary. 1c, photos \$2, Pub.

Furniture Index, Jamestown, N. Y. (M) Features and shorts on furniture merchandising. L. M. Nichols. 1c, Pub. (Slow to pay.)

Furniture Manufacturer, 200 N. Division Ave., Grand Rapids, Mich. (M-30) Manufacturer and factory superintendents' stories of all phases of factory production, cabinet room, machinery, finishing, 500 to 1500. John N. Nind, Jr. 6/10c, photos \$1 up, Pub.

Furniture Record and Journal, 200 N. Division Ave., Grand Rapids, Mich. (M-30) Shorts on merchandising, advertising, of bedding and radios, electrical appliances, housewares, floor coverings departments of furniture stores, 200 to 600. John N. Nind, Jr. 6/10c, photos 50c to \$2.50, Pub.

Gas Age Record, 9 E. 38th St., New York. (W) Articles and news of gas companies; interviews with public utility heads. H. O. Andrew. 1c, Pub.

Geyer's Stationer, 260 5th Ave., New York. (M) Wholly staff-written at present. Thomas V. Murphy.

Gift and Art Buyer, 260 5th Ave., New York. (M) Wholly staff-written at present. Thomas V. Murphy.

Gloves, Gloversville, N. Y. (M) Very limited market for news and features of the retail and wholesale glove trade. Bethune M. Grant, Jr. 1c, Pub.

Hardware World, Burnham Bldg., 160 N. LaSalle St., Chicago. (M) Limited market for hardware merchandising stories. Henry Ashmun. ½c to 1c, Pub.

Hat Life, 1123 Broadway, New York. (M) Query on hat trade features. Ernest Hubbard. Good rates, Acc.

Heating, Piping and Air Conditioning, 6 N. Michigan Ave., Chicago. (M-25) Articles covering design, installation, operation, maintenance of heating, piping and air-conditioning systems in individual plants and large buildings up to 2500, mostly by engineers. C. E. Price. Good rates, Pub.

Hide and Leather, 20 Vesey St., New York (W-15) Technical tannery and shoe manufacturing articles; brief news articles on new leather products, production methods, sales promotion campaigns by shoe and leather manufacturers. Query. L. G. Peede. ½ to 1c, Pub.

Home Ware, 1346 Chestnut St., Philadelphia. (M) Articles on successful merchandising of oil burners in department stores, 500 to 1000, ghost-written preferred. K. C. Clapp. Signed articles, varying rates; unsigned, about 1c; photos \$3 up, Acc.

Hotel Management, 222 E. 42d St., New York (M-25) Hotel financing, maintenance and operation articles; business-building ideas, 100 to 2500. J. O. Dahl. 1c up, Acc.

Hotel Monthly, 950 Merchandise Mart, Chicago. (M) Hotel news and features. Space rates, Pub.

Hotel World-Review, 222 E. 42d St., New York (W-5) Query editor on hotel news and features. A. M. Adams. ½ to 1c, Acc.

House Furnishing Review, 1170 Broadway, New York. (M) Illustrated news, feature, promotional articles from housewares and electrical appliance departments 700 to 900. Julien Eisenbein. ¾c, 2c for buyer news, \$1 for photos, Pub.

Ice Cream Field, 461 8th Ave., New York. (M-25) Business-building articles for wholesale ice cream plants 750 to 1500. W. H. Hooker. ½c up, photos 50c to \$1, Pub. (Buying nothing.)

Ice Cream Trade Journal, 171 Madison Ave., New York. (M-25) Convention reports (on order); articles on management, manufacturing, distribution and sales activities of specific wholesale ice-cream companies 500 to 2000. Harry W. Huey. 1c, Pub.

Ice & Refrigeration, 435 N. Waller Ave., Chicago. (M-35) Ice-making, cold-storage, refrigeration articles and news; also articles on ice merchandising. J. F. Nickerson. Indefinite rates, Pub.

Implement Record, 420 Market St., San Francisco. (M) Material mostly secured direct from trade, but occasional news purchased. Query. Osgood Murdock, Editor. Good rates, Acc.

India Rubber World, 420 Lexington Ave., New York. (M-35) Technical rubber articles, 2500. Wm. M. Morse. 8c, Pub.

Industrial Finishing, 802 Wulsin Bldg., Indianapolis. (M-20) Articles of interest or value to users of finishing materials, equipment, supplies in factories, 100 to 1500. W. H. Rohr. 1c, Pub.

Industrial Retail Stores, Southern Bldg., Washington, D. C. (M-20) Merchandising articles and success stories on "company store" operations, 500 to 1000. Hull Bronson. ½c, Pub.

Industry & Welding, Industrial Pub. Co., 812 Huron Rd., Cleveland. (M-Free) Constructive articles for the electrical welder. Irving B. Hexter. 1c, Pub.

Infants' & Children's Review, 1170 Broadway, New York. (M) Articles on merchandising of infants' and children's garments; news of buyers. Arthur I. Mellin. ½c, Pub.

Inland Printer, 205 W. Wacker Dr., Chicago. (M-40) Constructive articles on production, selling, management problems of printing industry. J. L. Frazier. Indefinite rates, Pub.

Insurance Field, 405 S. 4th St., Louisville, Ky. (W) Correspondents covering fire, casualty and life insurance news in all principal cities. Fair rates, Pub.

Insurance Salesman, 222 E. Ohio St., Indianapolis. News and features of interest to life-insurance salesmen. Fair rates, Pub.

International Blue Printer, 431 S. Dearborn St., Chicago. (M-30) Illustrated technical articles on blue printing, photo copying, mechanical and constructive engineering, 2000 or less. Glen Edwards. 1c, photos \$1, Pub.

Jeweler's Circular, 239 W. 39th St., New York. (M-25) Store-keeping, merchandising articles for retail jewelers, important news of jewelry trade. T. Edgar Willson. 1 to 2c, Pub.

Keystone, The, Real Estate Trust Bldg., Philadelphia. (M) Well-written articles on jewelry store management and merchandising 750 to 2000; news of jewelry trade. Freeman Swett. 1 to 1½c, news 30c inch up, photos \$1.50 to \$4, Pub. (Far behind in payments.)

Knitted Outerwear Age, 93 Worth St., New York. (M) Regular protected correspondents in principal cities. News and merchandising features. Bertram M. Lebhar. 1½ to 2c, Pub.

Laundry Age, 330 W. 42d St., New York. (M-25) Specific requirements on request. Correspondents. J. M. Thacker. Indefinite rates, Pub.

Laundryman's Guide, Industrial Life Bldg., Atlanta, Ga. (M-50) Articles on merchandising, advertising, production, selling, management, delivery fleets maintenance, layout of production line, etc., in modern steam laundry and dry cleaning plants, 750 to 1200, general news items 50 to 100. ½ to 1c, photos 50c to \$1, Pub.

Linens & Domestics, 1170 Broadway, New York. (M-10) Trade and feature articles on linen goods, blankets and towels; interior or window display photos. Julian Eisenbein. ¾c, 2c for buyer news, photos \$1 to \$3, Pub.

Liquor Store and Dispenser, 205 E. 42d St., New York. (M-40) De luxe trade paper for wine and liquor retailers, hotels and restaurants. Illustrated merchandising articles 1200. Hartley W. Bartley. 1c up, Pub.

Lubrication and Maintenance, 624 S. Michigan Ave., Chicago. (M) Almost entirely staff-written; occasionally buys an assigned article. Query. Ward K. Halbert. Good rates.

Magazine of Light, The, Nela Park, Cleveland, O. (Bi-M-20) Feature articles of modern lighting installations with a merchandising appreciation, 1000. J. L. Tugman. 1c, Acc.

Manufacturing Jeweler, The, 42 Weybosset St., Providence, R. I. (2M-10) Material staff-prepared or obtained through special arrangement. W. Louis Frost. ½c, Pub.

Meat Merchandising, 105 S. 9th St., St. Louis. (M) Practical merchandising articles on meat and fish merchandising; modern fishing lore. No grocery interviews. John L. Hoppe. ¾c, Acc; 1c, Pub. (Overstocked.)

Men's Wear, 8 E. 13th St., New York. News and features on men's wear departments or stores. H. J. Waters. Good rates, Pub.

Mida's Criterion, 400 W. Madison St., Chicago. (M) News of liquor and wine trade. Query. A. B. Greenleaf. ¾c, Pub.

Milk & Factory, 205 E. 42d St., New York. (M-35) 1200-word illustrated interviews with factory managers on maintenance, power, materials handling or management problems. Hartley W. Barclay. 2 to 10c, usually Acc.

Millinery Trade Review, 1225 Broadway, New York. (M-50) Millinery trade miscellany. Charles Steinecke, Jr. ½ to 1c, photos \$2, Pub.

Modern Brewery, 205 E. 42d St., New York. (M-40) Special articles on engineering, management and merchandising for brewers 1200; special assignments for interviews. Hartley W. Barclay. 1c up, usually Acc.

Modern Packaging, 425 4th Ave., New York. (M-50) Illustrated articles on package production and merchandising, on assignment only. D. E. A. Charlton. 1 to 4c, Pub.

Modern Plastics, 425 4th Ave., New York. (M) Articles on plastic materials, lacquers, artificial leather, etc. Indefinite rates, Pub.

Modern Stationer, 250 5th Ave., New York. (M-25) Illustrated dealer stories. David Manley. 1c, photos \$2.50, Pub.

Mortuary Management, 500 Sansome St., San Francisco. (M-50) Articles on management problems in the funeral field. Wm. Berg. ½ to 1c, Pub. (Not buying.)

Motion Picture Herald, 1790 Broadway, New York. (W) Authoritative material of interest to motion-picture exhibitors in conduct of business. Terry Ramsaye. Indefinite rates, Pub.

Motor, 572 Madison Ave., New York. (M) Articles on merchandising and management of interest to new car dealers, repair-shop operators, automotive jobbers. Neal G. Adair. Good rates, Pub.

Motor Service, 549 W. Washington Blvd., Chicago. (M) Garage technical and management articles. Submit interview. A. H. Packer. Good rates, Acc.

Motor Freight, 431 S. Dearborn St., Chicago. (Bi-M) News and features on motor truck organizations and maintenance. R. S. Torgerson. 1c, Pub.

Music Trades, 113 W. 57th St., New York. (M-25) News and features of the trade. H. P. Knowles. 1c, Pub.

National and American Miller, 330 S. Wells St., Chicago. (M) News and features of the milling industry. Newton C. Evans. ½c, Pub.

National Bottlers' Gazette, 80 Broad St., New York. (M-50) Features of interest to the soft-drink, wine, and beer bottling trades. W. B. Keller, Jr. \$7.50 page, Pub.

National Carbonator & Bottler, Industrial Life Bldg., Atlanta, Ga. (M-50) Illustrated articles on merchandising, advertising, production, selling, management, delivery fleets for soft drink industry, in actual use, 750 to 1250; news items 50 to 100. ½c to 1c, photos 50c to \$1, Pub.

National Cleaner & Dyer, 305 E. 45th St., New York. (M-25) Not accepting contributed material other than present regular features. No news items except such as are of nation-wide reader interest. Roy Denney. Fair rates, Pub.

National Clothier, Merchandise Mart, Chicago. (M) Short merchandising ideas, occasional features. Allen Sinsheimer. ¾c, Pub.

National Jeweler, 536 S. Clark St., Chicago. (M-25) Limited market for illustrated articles on merchandising subjects 250 to 500. Francis R. Bentley. ½ to 1c, Acc.

National Provisioner, 417 S. Dearborn St., Chicago. (M) Practical illustrated merchandising articles on retailing of meat. Paul Aldrich. ¾c, Pub.

New England Electrical News, 250 Stuart St., Boston. (M-20) Articles on successful electrical contractors 2500. E. Frost. Flat payment, rate not specified, 30 days after Pub.

Night Club & Ballroom Management, 333 N. Michigan Ave., Suite 501, Chicago. (M) Profit-making ideas on operation of night clubs and ballrooms. C. W. Austin. Pub.

Northwestern Confectioner, 707 N. Broadway, Milwaukee. (M-20) Business articles featuring retail, jobbing, manufacturing confectioners 1000 to 1500. G. B. Kluck. Fair rates, Pub.

Northwestern Miller, 118 S. 6th St., Minneapolis, Minn. (W-5) Interviews with prominent head millers and mill superintendents, with pictures, up to 1500. Short sketches about second and third generation of millers. Carroll K. Michener, Eng. Ed. ¾c, Pub.

Notion and Novelty Review, 1170 Broadway, New York. News of notion department buyers. Merchandising features. L. R. Shope. ¾c, Pub.

Office Appliances, 417 S. Dearborn St., Chicago. (M) Articles on selling office equipment. Evan Johnson, 30c inch, Pub.

Oil Heat, 167 Madison Ave., New York. (M) Features and news on installation and merchandising of oil burners. A. E. Coburn, Assoc. Ed. 1c, Pub.

Optometric Weekly, 5 N. Wahash Ave., Chicago. (W) Optometric profession and trade miscellany. Indefinite rates.

Outfitter of Eating and Drinking Places, The, 1900 Prairie Ave., Chicago. (M) Illustrated features on merchandising fixtures and equipment to hotels, taverns, clubs, etc. Lewis W. Britton. 1c up, Pub.

Pacific Drug Review, Woodlark Bldg., Portland, Ore. (M-25) Articles on drug merchandising, window and inside display, advertising. F. C. Felter. Nominal rates, Pub.

Packing & Shipping, 30 Church St., New York. (M-25) Items of interest to transportation, railway, motor trucking, warehouse companies, on packing, handling, distribution, loss and damage in shipping, etc., 1000. C. M. Bonnell, Jr. ½ to 1c, photos 50¢ to \$1, Pub.

Paper Converters & Envelope Industry, 1911-1913 Conway Bldg., Chicago. (M) First-class articles covering production problems, sales development, merchandising plans, sale policies of manufacturers of paper converted products, such as envelopes, tags, bags, paper napkins, toilet paper, paper towels, cartons, etc. Frank C. Petrine. ½ to 1c, Pub.

Petroleum Age and Service Station Merchandising, 500 N. Dearborn St., Chicago. (M) Illustrated articles on merchandising and distribution of petroleum products and automobile accessories by independent stations; details of successful marketing businesses. Otto List. ½c, 1c up, Pub.

Petroleum Marketeer, The, 3301 Buffalo Drive, Houston, Tex. (M-20) Articles on merchandising and management from experience of petroleum jobbers. Grady Triplett. 1c up, Acc.

Picture and Gift Journal, 537 S. Dearborn St., Chicago. (M-20) Merchandising articles on picture shops, photos. J. C. Raleigh. About ½c, Pub.

Piano Trade Magazine, 20 E. Jackson Blvd., Chicago. (M) Editorial contents all supplied by staff. Roy Waite.

Playthings, 381 4th Ave., New York. (M) Limited market for toy merchandising features. E. J. Mordaunt. ½c, Pub.

Plumbing and Heating Trade Journal, 515 Madison Ave., New York. (M-20) Articles covering current trends in the plumbing and heating business; unusual merchandising and management methods, views of successful contractors on timely questions affecting the trade, 1000. J. F. Kollisch. Good rates, Pub.

Power, 330 W. 42d St., New York. (M-35) Technical articles on power generation up to 1500, by engineers or power executives. \$10 to \$12 page, 1200 words, Pub.

Power Plant Engineering, 53 W. Jackson Blvd., Chicago. (M-25) Articles on power plant operation, appliances and use, 500 to 1500. Arthur L. Rice. 6/10c, Pub.

Power Wagon, 536 Lake Shore Drive, Chicago. (M) Articles on operation and maintenance of large fleets. A. W. Stromberg. 1c, Pub. (Slow to use.)

Printing, 41 Park Row, New York (M-25) Printing plant and sales management articles up to 1200, trade news of employing printers and their plants. Charles C. Walden, Jr., Ed.; Ernest F. Trotter, Mng. Ed. 30c inch, photos ½ space rates, Pub.

Progressive Grocer, 161 6th Ave., New York. (M-20) Illustrated idea articles 100 to 200, grocery trade articles, especially success stories, 1200 to 1500, photos. Ralph F. Linder. 1 to 2c, Acc. Original jokes with grocery slant, 1c each.

Publishers Weekly, The, 62 W. 45th St., New York. (W-15) Articles about and of interest to the booktrade. 1500 to 2000. Frederic G. Melcher. 1c, Pub.

Radio Weekly, 99 Hudson St., New York. (W) Correspondents in principal cities provide news coverage. Fair rates, Pub.

Railway Mechanical Engineer, 30 Church St., New York. (M-35) Railroad shop kinks, photos. Roy V. Wright. 50c inch, Pub.

Refrigeration, 711 Glenn St., S.W., Atlanta, Ga. (M-50) Name and fact stories on ice refrigeration and merchandising of ice and ice refrigeration. Hal Reynolds. 4¢ column, Pub.

Restaurant Management, 222 E. 42d St., New York. (M) For present, buying only pictorial shorts pertaining to restaurant business. J. O. Dahl. 1½ to 5c, Acc.

Retail Bookseller, The, 55 5th Ave., New York. (M-15) Articles of practical interest to booksellers and rental library proprietors, 1500 to 2500. Francis Ludlow. 1c, Acc.

Retail Digest, 222 N. Bank Drive, Chicago. (M-15) Short fact items on furniture merchandising; feature articles usually only on assignment. K. A. Ford. 2 to 3c, ads 50c, photos \$2 plus photographer's bill on ordered photos, Pub.

Retail Druggist, 250 W. Lafayette Blvd., Detroit, Mich. (M) Features on drug-store management, advertising, merchandising, wholly staff-prepared. E. N. Hayes.

Retail Ledger, 1346 Chestnut St., Philadelphia. (M-25) Articles on air conditioning installations; successful liquor departments; sales of sporting goods and of men's wear, all in department stores, 800 to 1000. John F. Guernsey. 1c to 1½c, photos \$3, Acc.

Retail Tobacconist, 117 W. 61st St., New York. (2M-15) Articles on business methods of successful tobacconists 500 to 1500. H. P. Patrey. ½c, Pub.

Roadside Merchant, 75 W. Van Buren St., Chicago. (M) Illustrated articles on successful tourist camps, wayside inns, taverns. Arvo Wain. 1c up, Acc. (Overstocked.)

Rock Products, 330 S. Wells St., Chicago. (M) Articles on cement, lime, gypsum quarries, sand and gravel plant operations, etc. Indefinite rates, Pub.

Rough Notes, 222 E. Ohio St., Indianapolis. (M) News and features of interest to fire and casualty insurance salesmen. Irving Williams. Fair rates, Pub.

Rubber Age, 250 W. 57th St., New York. (M-25) Articles of interest to manufacturers of rubber products up to 2400. M. E. Lerner. \$10 page, Pub.

San Francisco Styles and Selling, 310 Sansome St., San Francisco. (M) Style information and definite selling ideas used successfully by Western stores. C. H. Nealey. 20c inch, photos \$2, Pub.

Seed World, 325 W. Huron St., Chicago. (2M) Articles on growing and merchandising seeds. W. L. Oswald. ½c, Pub.

Shoe Repair Service, 702 Commercial Bldg., St. Louis, Mo. (M-Gratis) Constructive trade articles 250 to 1500, fact items, fillers 50 to 100, jokes. A. V. Fingulin. ½ to 1½c, Pub. (Overstocked on verse.)

Soda Fountain, The, 420 Lexington Ave., New York. (M-15) Illustrated articles on business-building methods for soda fountains, soda, lunches, up to 1000. V. E. Moynahan. 1c, Pub.

Southwestern Baker, 802 M. & M. Bldg., Houston, Tex. (M) News and features of Texas, Arkansas, Louisiana, Oklahoma and New Mexico baking industry. Charles Tunnel. ½c, Pub.

Southern Funeral Director, 711 Glenn St., S.W., Atlanta, Ga. (M-25) Articles of interest to southern morticians. Hal Reynolds. \$8 page, Pub.

Southern Hardware, 1020 Grant Bldg., Atlanta, Ga. (M-15) Illustrated articles on management and merchandising methods in southern hardware stores. 1c up, Pub.

Southwestern Bottler, 401 Milam Bldg., San Antonio, Tex. (M-10) Practical merchandising articles based on interviews with specific bottlers in New Mexico, Oklahoma, Louisiana, and Arkansas. Ruel McDaniel. ½c up, Pub.

Spice Mill, The, 106 Water St., New York. (M-35) News and articles on tea, coffee, condiments and flavorings. Limited market for brief articles. C. S. Sewell. ½ to 1c, Pub.

Sporting Goods Dealer, 10th and Olive Sts., St. Louis, Mo. (M) Illustrated interviews on merchandising, store arrangement, news. C. T. Felker. ½c up, Pub.

Sporting Goods Journal, 400 Madison St., Chicago. (M) Specific feature articles describing new sports implements, how and where made, etc., 500 to 1000; photos. Ames A. Castle. ½c up, Pub.

Starchroom Laundry Journal, 305 E. 45th St., New York. (M-25) Feature articles on laundry business, 1000. J. N. Wheeler. ½c to 1c, Pub.

Syndicate Store Merchandiser, 953 Broad St., Newark, N. J. (M-20) Illustrated articles on 5, 10 and \$1 chain store merchandising displays up to 1000. P. J. Beil. 1c up, Pub. Shorts on unusual window and counter displays, up to 100, ½ to 1c, Pub. (Sample copy free.)

Tires Magazines, 420 Lexington Ave., N. Y. (M-25) Merchandising and servicing articles on tire retailers and superservice station operators 1500 to 2000. Jerome T. Shaw. ½ to 1c, news items 25c inch, fillers ½c, photos \$2, Pub.

Toilet Requisites, 30 Rockefeller Plaza, New York. (M-35) Verified interviews with drug or department store buyers or higher executives concerning toiletries retailing in cities 25,000 or over. Photos. No general stories. S. G. Swift. 1c, Acc.

Toys and Novelties, 307 N. Michigan Ave., Chicago. (M) Illustrated merchandising features from leading toy departments and stores, 250 to 1200. G. Ruth Curnock, Assoc. Ed. ½c, Pub.

Toy World, Bankers Investment Bldg., San Francisco. (M) Regular correspondents in leading Western cities. Toy features. Corena Daugherty. ½c up, Pub.

Trunks and Leather Goods, 1170 Broadway, New York. (M) Successful merchandising plans, department store handbag and luggage departments. Unusual window displays and interior layouts. News about buyers. Arthur Mellin. 1c, Pub.

Underwear and Hosiery Review, 93 Worth St., New York. (M) Protected correspondents in principal cities. News and merchandising features. Bertram M. Lehbar. 1½ to 2c, Pub.

United States Tobacco Journal, 99 Hudson St., New York. (W) Correspondents in principal cities provide news coverage. Fair rates, Pub.

Upholstering, 373 4th Ave., New York. (M) Articles of dollars-and-cents value to makers of upholstered furniture, both manufacturing and work room. Pub. (Not in market yet.)

Voluntary and Cooperative Groups Magazine, The, 114 E. 32d St., New York. (M) Constructive articles for heads of voluntary and cooperative organizations 1000 to 2000. Gordon Cook. ½c, photos \$1, Pub.

Welding Engineer, 608 S. Dearborn St., Chicago. (M) Technical and practical articles of interest to welding departments and shops. F. L. Spangler. 1c, Pub.

Western Beverage, 312 E. 12th St., Los Angeles. (M-25) Articles covering winery and spirits industries of West. P. T. Carre, Mng. Ed. Pub. Rates not at hand.

Western Brewing World, 420 S. San Pedro, Los Angeles. (M) News and features of brewing industry of West. Robt. J. Prichard. Query on features. Good rates, Pub.

Western Confectioner and Ice Cream News, 420 S. San Pedro St., San Francisco. (M-25) News and features of Western candy, ice-cream, fountain trade. Query on features. Robert Prritchard. 25c inch, Pub.

Western Furniture Retailing, 180 New Montgomery St., San Francisco. (M) News and features of the trade. Norris E. James. 1c, Pub. (Overstocked.)

Western Hotel Reporter, 681 Market St., San Francisco. (M-15) Illustrated articles of interest to hotel and restaurant men 1500. Jay G. Billiard. 20c inch, Pub.

Western Plumbing & Heating Journal, 3665 S. Vermont Ave., Los Angeles. (M) Trade news and features from west of the Rockies. John B. Reeves, Pub.

Wholesale Druggist, 330 W. 42d St., New York. (M) Concrete drug business articles concerning bona fide wholesale druggists. Jerry McQuade. 1c up, Pub.

Wine and Liquor Profits, 400 W. Madison St., Chicago. (M) Articles of interest to package-liquor store operators, and operators of bar and table service outlets. A. B. Greenleaf. Good rates.

Wines & Spirits Merchandising, 125 E. 46th St., New York. Articles on merchandising practices of off-premise retail package liquor stores, up to 1200. L. E. Murray. ½c up, Pub.

Wood Construction, Xenia, O. (2M-15) News articles on retail lumber and building supply dealers, based on specific interviews. Findley M. Torrence. 16c inch, including art, Pub.

Wooden Barrel, The, 511 Locust St., St. Louis. (M) Semi-technical articles on developments in cooperage business, trade notes, personal items concerning cooperers and developments in packaging, articles on wooden barrels in use in various industries, 1000 to 1500; new markets. F. P. Hankerson, Mng. Ed. 1c up, Pub.

LIST D
Juvenile and Young People's Publications

Ambassador, The. Baptist Sunday School Board, 161 8th Ave., N., Nashville, Tenn. (W) Ages 13 to 17. Wholesome short-stories, boy and girl characters, 2000 to 3000. Travel, biographical, practical articles 2000 with illustrations; verse. Novella Dillard Preston. $\frac{1}{2}$ c, poems \$1 to \$2.50, Acc.

American Boy, The. 7430 2nd Blvd., Detroit, Mich. (M-20) Boys, high-school and college age. Short-stories up to 4500; Western; mystery, small-town, farm, science, sports, detective; overstocked with serials; short filler articles with photos. George F. Pierrot, Mng. Ed. 2c up, Acc.

American Girl, 570 Lexington Ave., New York. (M-15) Ages 12 to 17. Girl Scouts publication. Action short-stories 2500 to 3700; articles 1500 to 3000. Anne Stoddard. 1c up, Acc. Welfare, \$10 each, Pub.

American Newspaper Boy, 416 N. Marshall St., Winston-Salem, N. C. (M) Short-stories of adventure, inspiration, modern newspaper carrier boy characters, 2000 to 3000. Bradley Welfare. \$10 each, Acc.

Boy Life, Standard Pub. Co., 9th and Cutter Sts., Cincinnati. (W) Medium ages. Short-stories 2000, serials, articles, miscellany, 1/3c up, Acc.

Boys and Girls, Methodist Pub. House, 810 Broadway, Nashville, Tenn. (W) Boys and girls up to 12. Short-stories 600 to 1000, short serials, verse, occasional brief articles on nature, science, things-to-do. Mrs. W. B. Ferguson. $\frac{1}{2}$ c, Acc.

Boys' and Girl's Comrade, Gospel Trumpet Co., 5th and Chestnut, Anderson, Ind. (W) Ages 9 to 15. Educational articles 500 to 1500; stories of character building or religious value 1000 to 2000; serials 5 to 15 characters; verse 2 to 6 stanzas. L. Helen Percy. \$2 to \$2.50, photos 25c to \$1, Pub.

Boys' Comrade, Christian Bd. of Pub., 2712 Pine St., St. Louis. (W) Ages 13 to 17. Short-stories 2000 to 2500; serials 8 to 10 chapters; illustrated articles 100 to 1500; verse; miscellany. Glenn McRae. \$3.50 per M., Pub.

Boys' Life, 2 Park Ave., New York. (M-10) Boy Scouts publication, ages 14 to 18. Outdoor adventure, sport, achievement, short-stories, preferably 2000 to 3000; serials up to 30,000; articles up to 2000. Myron Stearns. 2c up, Acc. (Overstocked.)

Boys' World, D. C. Cook Pub. Co., Elgin, Ill. (W) Boys 13 to 17. Short-stories 2200 to 2500; serials 4 to 6 chapters, 2200 each; scientific success articles up to 300; occupation articles 150 to 300; successful boys, curiosity, scientific news items; verse. D. C. Cook III, Ed.-in-Chief; Thomas S. Huntley, Mng. Ed. Good rates, Acc.

Canadian Boy, United Church Publications, 299 Queen St., W., Toronto, Canada. (W) Teen-age boys. Short-stories, serials, verse, photos. Archer Wallace. 1c, Acc.

Canadian Girl, United Church Publications, 299 Queen St., W., Toronto, Canada. (W) Teen-age girls. Short-stories, serials, verse, photos. Archer Wallace. 1c, Acc.

Catholic Boy, The, Andrews Hotel, Minneapolis, Minn. (M-20) Boys, 11 to 18. Wholesome action short-stories, 2200 to 2500; educational, historical articles. J. S. Gibbons. $\frac{1}{2}$ c, Pub. (Slow.)

Challenge, The, Baptist Sunday School Board, 161 8th Ave., N., Nashville, Tenn. (W) Young people, 17 years up. Adventure, achievement short-stories 1500 to 2500; descriptive, biographical, travel articles up to 2000 (references must be cited); verse. Wallace Greene. $\frac{1}{2}$ c, verse \$1 to \$2.50, Acc.

Challenge, The, Presbyterian Publications, 73 Simcoe St., Toronto, Canada. (W) Young people's material. Rates not at hand.

Childhood Magazine, Suttonhouse Publishers, 523 H. W. Hellman Bldg., Los Angeles. (M-20) Happy juvenile stories, poems, things to do. Carl F. Sutton. $\frac{1}{2}$ c, Pub.

Child Life, Rand, McNally & Co., 536 S. Clark St., Chicago. (M-25) Ages 2 to 12. Short-stories, miscellany up to 1800. Marjorie Barrows. $\frac{1}{2}$ c to 1c, Pub. (Overstocked.)

Child's Own, The, General Bd. of Religious Ed., 604 Jarvis St., Toronto, Canada. (W) Children under 8. Short-stories, verse. Rev. D. B. Rogers. 2/5c, Pub.

Christian Youth, 327 N. 13th St., Philadelphia. (W) Teen ages; interdenominational. Wholesome short-stories with Christian teaching and uplift 2000 to 2200; fillers; nature, fact, how-to-make-it articles 300 to 1000; bible puzzles. Charles G. Trumbull; John W. Lane, associate. \$10 a story, fillers \$1 to 4, puzzles 50 to 1c, Acc.

Classmate, Methodist Book Concern, 420 Plum St., Cincinnati. (W-5) Young people 18 to 24. Wholesome short-stories 2500 to 3500; serials 30,000 to 40,000; illustrated articles 1000 to 2500; fact items 200 to 1000; verse. A. D. Moore. Fillers 2c up, fiction 1c up, verse \$5 to \$10, 60 days after Acc.

Dew Drops, D. C. Cook Pub. Co., Elgin, Ill. (W) Children 5 to 8. Short-stories 800 to 900; short articles, editorials 250 to 300; verse up to 12 lines. Good rates, Acc.

Epworth Herald, 740 Rush St., Chicago. (2M-10) Articles on youth's activities 1000 to 1200; religious essays 200 to 300; short-stories 1000 to 1500; serials 20,000 to 30,000; nature, religious verse up to 20 lines. W. E. J. Gratz. $\frac{1}{2}$ c, verse 13c line, photos \$3 to \$5, Pub.

Epworth Highroad, Methodist Pub. House, 810 Broadway, Nashville, Tenn. (M) Young people, 16 to 24. Short-stories 2500 to 4000; serials, 4 to 6 chapters; illustrated articles 1000 to 1800; short poems. R. L. Hunt; Miss Rowena Ferguson. $\frac{1}{2}$ c to 1c, verse 25c line, Acc.

Forward, Presbyterian Bd. of Christian Education, Witherspoon Bldg., Philadelphia. (W) Boys and girls, 18 to 23 years. Short-stories 3000; serials not over 8 chapters of 3000 each; illustrated articles 700 to 1000; fillers 150 to 400. John T. Faris. 40c up 100 words, Acc.

Friend, The, United Brethren Pub. House, Dayton, O. (W) Boys' and girls' moral, educational short-stories 1000 to 2500; serials 5 to 8 chapters; informational, inspirational articles 100 to 800; short verse. J. W. Owen. \$1 to \$5 per story, poems 50c up to \$2, Acc.

Front Rank, The, Christian Bd. of Pub., 2710 Pine St., St. Louis, Mo. (W) Young people, teen ages. Moral short-stories 2000 to 2500; serials 20,000 to 25,000; illustrated articles; poems; photos. \$3.50 per M., Pub.

Girlhood Days, Standard Pub. Co., 9th and Cutter Sts., Cincinnati, O. (W) Girls 12 to 18. Out-of-door short-stories 1800 to 2000; serials; miscellany, 1/3c up, Acc.

Girls' Circle, Christian Bd. of Pub., 2712 Pine St., St. Louis, (W) Girls 13 to 17. Short-stories 2500; serials 8 to 10 chapters; illustrated articles 100 to 2000; poems up to 20 lines. Frances Woolery. \$3.50 per M., Pub.

Girls' Companion, D. C. Cook Pub. Co., Elgin, Ill. (W) Girls 15 to 18. Short-stories 2000 to 2500; serials 2 to 6 chapters 2200 each; illustrated occupation articles 150 to 1000. Margaret M. Stone. Good rates, Acc.

Girls' World, Am. Baptist Pub. Society, 1701 Chestnut St., Philadelphia. (W-2) Girls 12 to 16. Wholesome action short-stories 2500; serials of 2500-word chapters; informative articles 200 to 800; character-building editorials up to 500; photos. Miles W. Smith. \$4.50 to \$5 per M., Acc.

Haversack, The, Methodist Pub. House, 810 Broadway, Nashville, Tenn. (W) Boys 12 to 17. Short-stories 2000 to 3500; serials 4 to 10 chapters; articles 1000 to 1500, preferably with photo illustrations; miscellany. $\frac{1}{2}$ c up, Acc.

Institute Leaflet, General Bd. of Religious Ed., 604 Jarvis St., Toronto, Canada. (W) Boys and girls, 9 to 11. Short-stories, serials, verse. Rev. D. B. Rogers. 2/5c, Pub.

Jewels, United Church Publications, 299 Queen St., W., Toronto, Canada. (W) Material for small children. $\frac{1}{2}$ c, Pub.

Junior Joys, Nazarene Pub. House, 2923 Troost Ave., Kansas City, Mo. (W-5) Boys and girls 9 to 12. Not in the market.

Junior Life, Standard Pub. Co., 9th and Cutter Sts., Cincinnati. (W) Children 9 to 12. Short-stories, serials, verse. 1/3c, Acc.

Junior World, Christian Bd. of Pub., Beaumont and Pine Sts., St. Louis. (W) Children 9 to 12. Short-stories 2000 to 2500; serials 8 to 12 chapters; poems up to 20 lines; illustrated informative articles 100 to 1800. Hazel A. Lewis. \$3 to \$4 per M., Pub.

Junior World, Am. Baptist Pub. Society, 1701 Chestnut St., Philadelphia. (W-2) Children 9 to 12. Short-stories up to 2500; serials 2500-word chapters; miscellany. Miles W. Smith. \$4.50 to \$5 per M., Acc.

Little Folks, The, Augustana Book Concern, Rock Island, Ill. (W) (Children 5 to 8) Religious short-stories up to 450. Mrs. Edith Cling Palm, Hector, Minn. $\frac{1}{2}$ c, Pub.

Lutheran Boys and Girls, Lutheran Pub. House, 1228 Spruce St., Philadelphia. (W) Ages 9 to 14. Short-stories, articles. Low rates, Acc.

Lutheran Young Folks, Lutheran Pub. House, 1228 Spruce St., Philadelphia. (W) Boys and girls over 14. Illustrated descriptive articles; short-stories 3000 to 3500; serials 6 to 12 chapters. Fair rates, Acc.

Olive Leaf, Augustana Book Concern, Rock Island, Ill. (W) Boys and girls, 8 to 12. Religious stories 500; verse 8 to 12 lines. Submit MSS. to Rev. J. Helmer Olson, 3309 Seminary Ave., Chicago, 44 to $\frac{1}{2}$ c, Pub.

Onward, Box 1176, Richmond, Va. (W-3) Young People. Character building short-stories, serials, short articles, editorials. Miss Clarabel Williams. \$3 to \$5 per M., Acc.

Onward, United Church Publications, 299 Queen St., W., Toronto, Canada. (W) Young people. Short-stories, articles, serials, verse, photos, nature and science material. $\frac{1}{2}$ c, Pub.

Open Road for Boys, 729 Boylston St., Boston. (M-10) Older boys' interests. Aviation, sport, adventure, humorous short-stories 2000 to 3500; serials up to 40,000; articles 1000 to 1500. Clayton H. Ernst. Up to 1c, Pub.

Our Little Folks, United Brethren Pub. House, Dayton, O. (W) Children 4 to 9 years. Short-stories 300 to 600. J. W. Owen. Up to $\frac{1}{2}$ c, Acc.

Picture Story Paper, Methodist Book Concern, 420 Plum St., Cincinnati, O. Children 4 to 8. Short-stories 300 to 800, verse. Ethel L. Smither. $\frac{1}{2}$ c to 1c, approx. 60 days after Acc.

Picture World, Am. Sunday School Union, 1816 Chestnut St., Philadelphia. (W) Children under 12. Short-Stories and incidents impressing moral and religious truths 400 to 800, verse. \$5 per M., verse 50c stanza, Acc.

Pioneer, The, Presbyterian Bd. of Christian Education, 420 Witherspoon Bldg., Philadelphia. (W) boys 9 to 15. Short-stories 2500 to 3000; serials 6 to 8 chapters, 2500 each; illustrated articles 800 to 1000. John T. Faris. Up to $\frac{1}{2}$ c, photos 50c up, Acc.

Playmate, United Church Publications, 299 Queen St., W., Toronto, Canada. (W) Boys and girls, 9 to 11. Short-stories, serials, verse. $\frac{1}{2}$ c, Pub.

Play Mate, 3025 E. 75th St., Cleveland, O. (M-15) Boys and girls up to 14. Mystery adventure short-stories 1000 to 2500; nursery stories 1000; humorous or imaginative verse. Esther Cooper. 1c, verse 25c line, Acc.

Portal, Methodist Book Concern, 420 Plum St., Cincinnati. (W-2) (Girls 12 to 18) Wholesome action short-stories 1500 to 3000; serials 20,000 to 25,000; vocational, project articles on assignment only; editorials. Wilma K. McFarland. 1c, verse \$5 to \$10, approx. 60 days after Acc.

Queen's Garden, Presbyterian Bd. of Christian Education, 420 Witherspoon Bldg., Philadelphia. (W) Girls 9 to 15. Short-stories 2500 to 3000; serials 6 to 8 chapters, 2500 each; illustrated articles 800 to 1000; travel, nature, biography, history, handiwork articles 300 to 1000; verse. John T. Faris. Up to $\frac{1}{2}$ c, Acc.

Sentinel, The, 161 8th Ave., N., Nashville, Tenn. (W-5) Girls and boys 9 to 12. Short-stories; biographical, historical, scientific, discovery articles with illustrations 500 to 1000. Novella Dillard Preston. $\frac{1}{2}$ c to $\frac{1}{4}$ c. Acc.

Shining Light, Gospel Trumpet Co., 5th and Chestnut Sts., Anderson, Ind. (W-5) Children 5 to 9. Moral, character-building, religious short-stories 500 to 1000; nature, religious verse; photos of nature, children. L. Helen Percy. \$2 to \$2.50 M., Pub.

St. Nicholas, 580 5th Ave., New York. (M-25) Boys and girls, 8 to 16. Distinctive action short-stories up to 3500; serials by commission; brief amusing verse. Vertie A. Coyne. 1c up, verse 25c line, Acc.

Stories, Presbyterian Bd. of Christian Ed., 420 Witherspoon Bldg., Philadelphia. (W) Children, 6 to 8. Character-building short-stories 500 to 800. Elizabeth S. Whitehouse. Up to $\frac{1}{2}$ c. verse up to 10c line, Acc.

Storyland, Christian Bd. of Pub., Beaumont and Pine Sts., St. Louis, Mo. (W) Children under 9. Short-stories 300 to 1000; poems up to 20 lines; handicraft articles 300 to 500; drawings or photos, child or animal subjects; simple puzzles. Hazel A. Lewis. \$3 to \$4 per M., Pub.

Storytime, Baptist Sunday School Bd., 161 8th Ave., N., Nashville, Tenn. (W) Children 4 to 8. Short-stories 400 to 600; articles and suggestions for playthings children can make 100 to 300. Overstocked with verse. Agnes Kennedy Holmes. $\frac{1}{2}$ c. Acc.

Story World, Am. Baptist Pub. Soc., 1701 Chestnut St., Philadelphia. (W-2) Children under 9. Short-stories 300 to 900; verse. Miles W. Smith. \$4.50 to \$5 per M., Acc.

Sunday Companion, 256 Broadway, New York. (W) Catholic juvenile fiction. M. A. Daily. Rates not stated.

Sunshine for Little People, Nazarene Pub. House, 2923 Troost Ave., Kansas City, Mo. (W-5) Not in market.

Target, Methodist Book Concern, 420 Plum St., Cincinnati. (W-2) Boys 9 to 15. Short-stories 1500 to 3000; serials of character development 20,000 to 30,000; articles with photos 1200 to 1800; editorials 300 to 700; verse 8 to 20 lines; fact items, fillers, 200 to 500. Alfred D. Moore. $\frac{1}{2}$ c to $\frac{1}{4}$ c, verse \$2.50 up, 60 days after Acc.

Tiny Tower, (Tower) 55 5th Ave., New York. (M) Younger children. Short-stories, novelty one-page features. Bosco Cass. Rates not stated.

Torchbearer, The, M. E. Church So., 810 Broadway, Nashville, Tenn. (W) Girls 12 to 17. Short-stories 2500 to 3500; serials 2 to 10 chapters; articles 1000 to 2000; editorials 500 to 700; verse. Rowena Ferguson. $\frac{1}{2}$ c up, Acc.

Watchword, The, United Brethren Publication House, 1030 U. B. Bldg., Dayton, O. (W) Short-stories 1500 to 3000; serials for young people; miscellany. E. E. Harris. \$1.50 to \$2 per M., Acc.

Wee Wisdom, Unity School of Christianity, 917 Tracy Ave., Kansas City, Mo. (M-15) Children 6 to 12. Character-building stories, poems; animal stories, no killing; interesting things to

do. Jane Palmer. Up to 1 $\frac{1}{2}$ c. poetry 25c line, Acc. (Overstocked.)

What To Do, D. C. Cook Pub. Co., Elgin, Ill. (W) Boys and girls 9 to 13. Short-stories 2500; serials 4 chapters 2500 each; informative articles 1200 to 1500; editorials up to 500. David C. Cook III; Helen Miller Stanley, Mng. Ed. Good rates, Acc.

Young Canada, Presbyteral Publications, 73 Simcoe St., Toronto, Canada. (W) Teen-age boys' and girls' material. Rates not at hand.

Young Catholic Messenger, Dayton, O. (W) Boys and girls, junior high age. Short-stories about 1200, high ideals. Mrs. Mary Pfleum Fisher. Indefinite rates, Acc.

Young Crusader, The, 1730 Chicago Ave., Evanston, Ill. (M-3) Children's paper of W. C. T. U. Temperance, health, character-building short-stories up to 1500. Katharine P. Crane. Moderate rates, Pub. Verse, no payment.

Young Israel, 3 E. 65th St., New York. (M-10) Children under 16. Short-stories, articles of Jewish interest. 1200 to 2000; verse. Elsa Weihl. Under 1c, verse \$3 to \$5, Acc.

Young People, Amer. Baptist Pub. Soc., 1701 Chestnut St., Philadelphia. (W-2) Years up to 18. Character-building short-stories 2500; serials of ten 2500-word chapters; illustrated articles up to 2000; miscellany. Miles W. Smith. \$4.50 to \$5 per M., poems \$1 up, photos 25c up, Acc.

Young People, The, Augustana Book Concern, Rock Island, Ill. (W) Articles and stories, Christian ideals for children 11 to 16. Submit MSS. to Dr. Geo. A. Fahlund, 244 Union Ave., S. E., Grand Rapids, Mich. Low rates, Acc.

Young People's Friend, Gospel Trumpet Co., 5th and Chestnut Sts., Anderson, Ind. (W) Moral, character-building, religious short-stories, articles, 1000 to 1500; serials 10 to 18 chapters; verse 3 to 8 stanzas. L. Helen Percy. \$2 to \$3 M.; verse 5c line, Pub.

Young People's Paper, Am. Sunday School Union, 1816 Chestnut St., Philadelphia. (W) Late teen ages. Interdenominational feature and inspirational articles; short-stories, up to 2500; serials 13,000; fillers 200 to 800. \$4 to \$5 per M., Acc.

Young People's Weekly, D. C. Cook Pub. Co., Elgin, Ill. (W) Ages 17 to 25. Short-stories 2500; serials 4 to 6 chapters of 2500; illustrated articles on curiosities, science 200 to 600; success stories; miscellany. David C. Cook III; Helen Miller Stanley, Mng. Ed. Good rates, Acc.

Young Soldier and Crusader, The, General Bd. of Religious Ed., 604 Jarvis St., Toronto, Canada. (W) Young people. Short-stories, verse. Rev. D. B. Rogers, 2/5c, Pub.

Youth's Comrade, The, Nazarene Pub. House, 2923 Troost Ave., Kansas City. (W-5) Boys and girls, high-school ages. Not in market.

Youth's World, Am. Baptist Pub. Soc., 1701 Chestnut St., Philadelphia. (W-2) Boys, teen ages. Short-stories 2500; serials 2500 each chapter; short articles; character-building editorials up to 500; handicraft; fact items; photos. Miles W. Smith. \$4.50 to \$5 per M., Acc.

HUNCH—a vivid gangster novel by a real detective—placed by The Author & Journalist Sales Agency—out last month.



Ray Humphreys
Author of "Hunch"

RAY HUMPHREYS, the author, is a prolific author of magazine fiction. When he completed his first novel, "HUNCH," he turned to The Author & Journalist Sales Agency for assistance in placing it. The novel was submitted to Loring & Mussey, accepted with acclaim; and published on October 26. Advance orders indicate that it will be an outstanding seller.

The Author, Ray Humphreys, has for the past six years been Chief Investigator for the District Attorney's office in Denver, in which position he has won for himself a national reputation through the solution of crimes and his relentless warfare on organized gangs. HUNCH is the true-to-life story of Brennan, a D. A.'s man like the author, who battles with gangsters through an action-filled day despite a persistent hunch that something bad is going to happen.

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THE AUTHOR & JOURNALIST'S LITERARY MARKET TIPS

GATHERED MONTHLY FROM AUTHORITATIVE SOURCES

Spy Stories, 67 W. 44th St., New York, is a new monthly publication of Magazine Publishers, Inc. It will use short-stories and novelettes dealing with adventures of spies. Helen Wismer is editor. Rates, 1 cent a word up, on publication.

Country Home, 250 Park Ave., New York, has undergone an editorial reorganization. Under the new setup, Tom Cathcart, former editor, becomes editorial director, Wheeler McMillen is editor, and Andrew S. Wing is managing editor. The magazine is largely staff-written, but will consider articles on farming, home improvement, gardening, and general subjects, also short fiction. Good rates are paid, on acceptance.

Standard Magazines, Inc., have moved from 570 7th Ave. to 22 W. 48th St., New York. This move includes the various magazines under the editorial directorship of Leo Margulies—*Thrilling Adventures*, *Thrilling Detective*, *Thrilling Love*, *Thrilling Ranch Stories*, *Sky Fighters*, *The Lone Eagle*, *Phantom Detective*, *Popular Detective*, *Popular Western*, also *College Life and Mechanics and Handicraft*.

Rural Progress, 22 W. Monroe St., Chicago, desires that articles submitted to it be addressed to the individual farmer. L. K. Childers, editor, writes: "We believe that every national problem is to a great extent merely an enlargement of an individual problem; and that every individual problem is to some degree a section of a national problem. I believe that articles written for us will click with a greater number of readers if they are executed with this in mind. We pay a basic rate of 3 cents a word, photographs \$3 each. We are interested, however, in articles which are worth more than our basic rate, as we are building the magazine up to a standard and not down to a price. At the present time we are paying on publication. After January 1st we will pay for our manuscripts upon acceptance."

The Waldorf-Astoria Magazine, 40 E. 34th St., New York, issued by Martha Houston Publications, heretofore published weekly, on December 1, becomes a monthly. Letitia Chaffee, editor, writes that the magazine "is designed to divert, amuse, and entertain the guests of the Waldorf-Astoria Hotel while they are in New York, and to make them want it at their homes. With this in mind, we have developed an editorial policy which makes short material on a diversity of subjects especially acceptable to us. Articles, fiction, short poems as fillers—almost any type of writing which is keyed to the particular audience of our magazine—provided it is well-written, interesting, and sprightly. We like particularly material of 800 to 2500 words. Our rates vary, depending upon the nature of the material, source, research, etc. The base rate is around 1½ cents a word, payable on publication. Manuscripts are read promptly, and, if acceptable, are used almost at once. Photographs, drawings, and cartoons are used."

Popular Detective, 22 W. 48th St., New York, "is in need of novelettes, ranging from 12,000 to 20,000 words," writes Leo Margulies, editorial director of this and other periodicals issued by Standard Magazines, Inc. "Stories must be better than average, well plotted and interestingly worked out, with good, fast-moving detective action from beginning to end. Payment is at 1 cent a word, on acceptance."

This Week, 230 W. 41st St., New York, is announced as a new weekly magazine to appear under the editorship of Mrs. William Brown Meloney, now editor of the *Herald Tribune Sunday Magazine*, which will be amalgamated with the new publication. Requirements are for political, economic, and home-making articles; popular science, animal stories, and personalities, in about 850-word lengths; adventure, romantic, and mystery short-stories of 1500 to 3500 words, novelettes and serials of 30,000 words. Rates varying with the importance of the author will be paid on acceptance.

National Bowlers Journal and Recreation Age, 360 N. Michigan Ave., Chicago, is in the market for articles on bowling, billiards, softball, lawn bowling, hockey, from 500 to 1000 words. Payment is made on publication "on agreement as to price." J. M. Luby is editor.

Macfadden Weekly, 350 Hudson St., New York, published by Bernarr Macfadden of the Macfadden group of magazines, is a 5-cent periodical in tabloid newspaper form issued for the announced purpose of demanding a return of "freedom," and fighting "communism, socialism, fascism, and any other 'ism'." Rates of about 1½ cent a word are paid for material, we are informed; whether on acceptance or publication is not stated.

Western Fiction is the title of a new magazine of Western romances which is being brought out by Newsstand Publications, Inc., 220 W. 42nd St., New York, under the editorship of Martin Goodman, who states: "We are in need of short-stories of 3000 to 7000 words. Decisions will be prompt and good rates of payment will be made by arrangement."

Mavericks is the title of the Western magazine first announced by Popular Publications, 205 E. 42nd St., New York, as *The Maverick*. It uses short-stories of 5000 to 6000 words, novelettes of 10,000 to 12,000 words, paying 1 cent a word up, on acceptance. Rogers Terrill is editor.

Home Management, 1 N. La Salle St., Chicago, "is interested in receiving original manuscripts on such subjects as food preparation, food service, home furnishings and decoration, entertaining, parental problems, needlework, feminine beauty and charm, women's recreation, etc. Articles with illustrations are given preference," writes Frederic Kammann, editor. "We pay from 3½ to 5½ cents a word, on publication, plus the same rate for space occupied by furnished illustrations. We also pay standard rates on photographs furnished with accepted material. Unacceptable material is returned within two weeks. Articles should run from 400 to 800 words, preferably not over 500." The magazine is published for Westinghouse Refrigerator and Electrical Appliance dealers.

Modern Romances, 149 Madison Ave., New York, of the Dell group, is now edited by Helen J. Day, formerly of *Dream World*, who succeeds Helen Irwin. Miss Day stresses the need for stronger stories, with more emotional elements, character development, and strongly sympathetic characters. In addition to first-person, confession-type short-stories, some novelette lengths of 12,000 to 15,000 words, and two-part stories of 15,000 words, are needed. Rates are 2 cents a word, on acceptance.

Official Detective, 737 S. Dearborn St., Chicago, is a new detective magazine which is open to fact material on crime and crime detection. Payment is reported to be at \$100 per story.

Cosmopolitan, 959 Eighth Ave., New York, sends a revised statement of length requirements, as follows: Short-stories, 3000 to 10,000 words; short short-stories, 1000 to 2000 words; short novels, 20,000 to 40,000 words; serials; articles of national import, 1000 to 4000 words. First-class rates are paid on acceptance.

Inspiration, 325 W. 103rd St., New York, is a new monthly magazine devoted to giving the American public "a spiritual new deal, in opposition to the growing materialism of today." Arthur H. Howland is editor. Rates and methods of payment for material are not at hand. The magazine is associated with Modern Scientific Publications, edited by Dr. Dagobert D. Runes.

Broadcast Features Service Syndicate, C-6 Jackson Bldg., Nashville, Tenn., sends the following note over the signature of Leslie B. Sterne: "We wish writers would bear in mind that our programs are designed for radio presentation, and that regular stage plays and short-stories are not usable in their original form. They must be adapted for radio. For this reason, we prefer the work of experienced radio writers. We examine carefully, however, all scripts sent to us by unknown or amateur authors. We are always in the market for radio programs of general appeal. At present we are especially desirous of obtaining a series of thirteen 15-minute playlets, each complete in itself and one act in length; an average cast of not over four persons. We might be able to use a comedy serial fifteen minutes in length [presumably this refers to installment lengths], requiring two male characters. These characters should not be Negroes, or any race that requires the use of dialect." This company handles material on a percentage basis.

The Westministers, 509 Fifth Ave., New York, write: "We can use novels of 60,000 to 70,000 words of the same trend and theme as *Way of the Burning Heart*, by Cecil R. Murrow; *In His Steps*, by Sheldon, and *Shepherd of the Hills*, by Wright." In response to a request for further information, Frances H. Lomax, manuscript editor, wrote: "We are not a publishing house in so far as we do not use our own press. However, we act as a marketing service and sponsor the publication of novels that meet with the ideals of our organization. We shall pay a royalty on all publications that we accept."

The Alaska Sportsman, Ketchikan, Alaska, is announced as a new publication, official organ of the Alaska Sportsmen's Association. The editors write: "The hope is to use one action story of outdoor Alaska in every issue, preferably by a resident Alaskan but at least written by someone familiar with the field. Stories should be 2000 to 5000 words in length, preferably under 3000. Payment will be low, on publication. Besides fiction, the magazine will welcome material about Alaska or other general fact material suitable for an outdoor publication. Extensive use will be made of pictures."

Serenade, 55 Fifth Ave., New York, of the Tower group, is reported to be in need of novelettes from 10,000 to 12,000 words in length, for which the rate of payment offered is \$400 each. Longer stories may be purchased and cut to fit. Shorts of 4000 to 5000 words are used. An especial need is noted for short short-stories of 1000 to 1200 words, four or five of these being used every month. The requirement is for elemental, dramatic, emotional situations—no light, sweet stories. Sex must be treated in a deft manner, and characters should not be over 25. Good rates are paid on acceptance.

Double Action Western, 165 Franklin St., New York, using Western short-stories, novelettes, and novels, now pays on acceptance at from $\frac{1}{2}$ to 1 cent a word, writes L. H. Silberkleit, who is now editor.

Asia, formerly at 468 Fourth Ave., is now located at 40 E. 49th St., New York. It is edited by Richard J. Walsh and desires articles that interpret the life, philosophy, religion, politics, etc., of the Orient—Russia included. Oriental fiction also is used. Payment is made shortly after acceptance at about 2 cents a word.

The Halsey Company, 545 Fifth Ave., New York, Samuel Klein, editor, writes: "Please inform all our writer friends that in the future we would prefer the submittance of a synopsis of their manuscript (return postage enclosed), and if the plot and style are acceptable to us, we will send for the complete manuscript. We are in the market for full-length novels of sensational character, written in the realistic manner." The company publishes books on the usual royalty basis.

The Welcomer Magazine, 600 N. Rossmore St., Hollywood, Calif., is announced as a twice-monthly magazine with circulation limited to Los Angeles County and therefore preferring to have only contributions from local residents. It will use short-stories of various types, from 1500 to 2800 words, also short shorts, 900 to 1100 words; Southern California feature articles, 800 to 1200 words; verse; humor material; cartoons, and photos. "We would like to contact some individual who could furnish us with a semi-monthly column of local chatter and humor, original in concept and of high quality," writes Joseph Rabinowitch, associate editor. "Payment for the first few issues will be on publication, at rates according to the value of material to us, with a minimum of $\frac{3}{4}$ cents per word for prose, 15 cents a line for verse." Lawrence A. Harper is editor.

Canadian Boy, 299 Queen St., W., Toronto, Ont., Canada, one of the United Church Publications, edited for teen-age boys, pays 1 cent a word on acceptance for short-stories and serials, according to word from Archer Wallace, editor.

Collegiate Digest should now be addressed at P. O. Box 472, Madison, Wis. It is in the market for collegiate educational articles and essays, 1000 to 2500 words, and short-stories not over 500 words, as well as fact items and photos. Payment is at varying rates on acceptance.

Best Cellars, announced for publication at 247 Park Ave., New York, has abandoned plans for publication for the time being, owing to inability to secure the required capital.

Photoplay and *Shadoplay* magazines, heretofore published at 221 W. 57th St., New York, and edited by Wm. T. Walsh, have been purchased by Macfadden Publications, 1926 Broadway, New York.

The Chicago Bowler, 1838 N. Halstead St., Chicago, is a new weekly sports publication. Eli Whitney, formerly on the sports staff of the *Chicago American*, is editor.

Romances of Hollywood "Movies" is the new name of the magazine formerly issued under the title of *Broadway and Hollywood "Movies,"* 1450 Broadway, New York.

Spicy Adventure Stories and *Spicy Detective Stories* should be addressed at 125 E. 46th St., New York, instead of Wilmington, Del. Mail sent to the latter address is returned as unclaimed by the post office.

Mystery League, 11 W. 42nd St., New York, although temporarily discontinued, is still hoping to resume publication. Manuscripts in the hands of the editors are being held pending the completion of plans for going ahead.

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THE AUTHOR & JOURNALIST MANUSCRIPT SALES AGENCY

Has prepared an unusually helpful leaflet entitled

WHAT EDITORS WANT

A copy will be mailed to you on request.

WE CAN HELP YOU

Twenty years' experience in the judging of manuscripts as editor and authors' agent; an intimate knowledge of present-day market conditions, gathered in the heart of the publishing world; a personal acquaintance with practically every editor of importance in the United States—these should be of service to our clients, shouldn't they? We will give you intelligent, sympathetic help and guidance, and you can count on us for absolute, straight-from-the-shoulder frankness. We want clients who have the will to go forward—we want to help them to go forward.

Mrs. Hardy, who for some time has been taking an active part in the agency, was formerly on the editorial staff of Macmillan Company. She is highly recommended by Harold S. Latham, Ida Tarbell, Henry Goddard Leach, Hamlin Garland, and others.

Send for circular, and for letters of recommendation from George Horace Lorimer, H. L. Mencken, John Farrar, William L. Chenery, William C. Lengel, Garet Garrett, H. E. Maulé, Oscar Graeve, William Allen White, Marie M. Meloney, Lincoln MacVeagh, H. C. Paxton, Fulton Oursler, Thayer Hobson, Marjory Stoneman Douglas, H. W. Stokes, and others.

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This magazine is a monthly guide for his efforts. It contains monthly marketing lists and news, carefully chosen experience and practical-information articles, and condensed and pointed comment. Many people count on its departmental information. If you are writing regularly, take this magazine regularly.

Subscription price, \$2 a year; 20c a copy on all newsstands

THE WRITER'S MONTHLY, Dept. AJ,
Springfield, Mass.

The Boys' and Girls' Newspaper, 9 E. 40th St., New York, is a tabloid weekly newspaper for young people, 7 to 17 years of age, announced for publication beginning on January 11, 1935, by The Parents' Magazine Affiliated Press, Inc. It is already buying material, and announces that manuscripts will be read promptly and payment will be made on acceptance. The market is open for the following: Short-stories, 1500 to 2500 words, preferably of adventure type. While exciting, they should not be horrible or gruesome. Detective, airplane, animal, school-adventure, outdoor-life, camping stories; stories about boys and girls who make good or who render some unique, unusual service, particularly sought. \$25 each, paid on acceptance. . . . Feature articles, not more than 1500 words; need not be timely but must be interesting to boys and girls throughout the country; may be on new inventions, science, history, landmarks, etc. Must be written in newspaper style. Payment, 1 cent a word, on acceptance. . . . News articles about boys and girls who have done interesting things, 200 to 1000 words. If possible, send photo (glossy prints preferred). Give full name and address of child; state all facts in detail and try to give something about the personality of the child. Payment, 1 cent a word on acceptance; \$2 for used photos. . . . Editorials, between 75 and 200 words, inspirational, thought-provoking. Payment, 3 cents a word, on acceptance. . . . Contributions are needed for following pages: "How Things Are Made"—between 500 and 1000 words, explaining in simple, non-technical language how objects with which boys and girls are familiar are made; 1 cent a word, on acceptance. Cross Word Puzzles, and other puzzles and games; \$3 up, on acceptance; Comic Strips, 4 or 5 illustrations to be reproduced in a band 10 by 3 inches; \$10 up, on acceptance. "Bonders"—funny mistakes made by boys and girls in classroom, at play, or in the home; 15 weeks subscription given in payment. "What Readers Say"—letters from boys or girls, 50 to 200 words; no payment, except for the first month, \$3 for most interesting letter each week. Homemaking Page for Girls; 1 cent a word on acceptance. Science Page; 1 cent a word on acceptance. Prizes will be offered for stories, news articles, etc., by children.

The MacLean publications, formerly at 148 University Ave., are now located at 481 University Ave., Toronto, Ont., Canada. These include *MacLean's Magazine*, a general magazine using fiction and articles on Canadian subjects, paying 1 cent a word up, and edited by H. Napier Moore; *Mayfair*, devoted to society, fashions, and sports, paying 1 cent a word on publication, and edited by J. Herbert Hodgins; *Canadian Homes & Gardens*, devoted to practical home and garden articles, paying 1 cent a word on publication, and edited by J. Herbert Hodgins; *The Chatelaine*, devoted to high-class fiction and articles for Canadian women, paying 1 cent a word up on acceptance, and edited by Byrne Hope Sanders, and a number of trade journals in various fields.

The Bandwagon, subtitled, "The Magazine of the Southwest," Insurance Bldg., Oklahoma City, Okla., offers a market for sophisticated sketches, satires, short short-stories, verse, news fillers, and cartoons, similar to the *New Yorker* type of material. Length limits for short-stories are from 1000 to 1500 words; for articles, 1500 words, and essays, 500 to 1000 words. Martin Hefflin is editor, and rates paid are $\frac{1}{4}$ cent a word, on publication.

Sunset, formerly at 1045 Sansome St., is now located at 576 Sacramento St., San Francisco.

Real America, formerly at 1050 N. La Salle St., is now located at 1120 Lake Shore Drive, Chicago.

The Rotarian, formerly at 211 W. Wacker Drive, is now located at 36 E. Wacker Drive, Chicago.

Love Novels and *Star Novels* have been purchased from Doubleday Doran & Co. by H. K. Fly, formerly of the McKinnon-Fly Company. The publishing address and policies of the magazine under the new ownership have not been announced.

A contributor reports that *The Canadian Bookman*, 516, Yonge St., Toronto, Canada, in accepting a poem, suggested that it be entered in the sonnet competition conducted by the magazine, explaining that all contestants must be subscribers. When the contributor declined to enter under these conditions, the poem was returned.

Arcadia House, announced as a new publishing house under the editorship of Bellamy Partridge, is a branch of William Godwin, Inc., 66 Fifth Ave., New York. It will be devoted to the publication of clean romances exclusively.

The Catholic Boy, formerly at Midway Brokerage Bldg., St. Paul, has moved to the Andrews Hotel, Minneapolis, Minn. It is in the market for short-stories of 2000 to 2500 words of interest to boys from 11 to 18 years of age, also for educational and historical articles. Payment at $\frac{1}{4}$ cent a word is announced on publication. (There have been several complaints from readers who have had unsatisfactory experience in the matter of collecting from this publication.)

Discontinued—Suspended

Police Gazette, New York.

The Bard, Jackson, Mo.

Twilight Magazine, Edmond, Okla.

The Harp, Augusta, Kans.

Dune Forum, Oceano, Calif.

The Carillon, Washington, D. C.

Alibi, New York.

PRIZE CONTESTS

The National Woman's Christian Temperance Union announces the Ada Mohn-Landis Prize Contest for orations and verse to be used in recitation contests sponsored by the organization. The general theme for the 1935 contest is "The value of total abstinence from alcoholic beverages." Four classes of manuscripts are desired, so the contest is in four sections, as follows: Senior orations (for recitation by adults or youths), 750 to 1000 words; senior verse; junior orations (for recitation by young people under high-school age), 400 to 600 words; junior verse. In each of the four groups, the first prize is \$25, the second prize is \$5. A contestant may submit any number of orations or verse, in either senior or junior groups, but each must be a separate entry. All manuscripts must be typed, double-spaced, with liberal margins, on one side of paper. Number of words should be given at upper right-hand corner of first page. Name and address of author must not appear on manuscript, but should be contained in a sealed envelope, bearing on the outside the title of oration or verses. Three copies of manuscript must be submitted. Stamped and self-addressed envelope for return should also be enclosed. No letter should accompany manuscript. Manuscript should be marked with name of the class for which intended, and mailed to Landis Contest, National W. C. T. U., Evanston, Ill. Contest closes March 30, 1935, at 5 p. m. More detailed instructions may be obtained by addressing the National W. C. T. U. Publishing House, Evanston, Ill.

The Writers' Studio, Toronto, requires contestants to send \$1 with each manuscript submitted in its short-story contest. Had this condition been mentioned when notice of the contest was submitted, THE AUTHOR & JOURNALIST would not have published the announcement. It can only now make amends by warning contributors of the "catch."

The Bass Publishers, 509 Fifth Ave., New York, coincident with publication of their new book, *How to Present the Gilbert and Sullivan Operas*, by Albert O. Bassuk, announce a contest for essays of not to exceed 300 words on the subject: "An Appreciation of Gilbert and Sullivan Opera." First prize is \$25; second, \$10, and there are numerous book and libretto prizes in addition. Closing date, January 31, 1935.

Life, 60 E. 42nd St., New York, offers \$5 for each accepted "nutty question" addressed to "Queerresponse, Prof. Gurney Williams." Three are used in each issue, with an occasional lesser special prize.

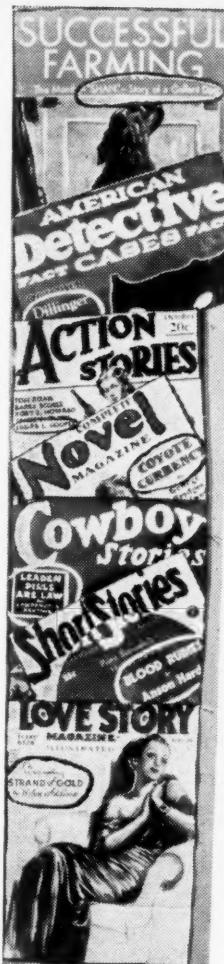
The American College Quill Club announces the third offer of the Edwin M. Hopkins Quill Prize of \$50, to be awarded for the best short-story submitted by an undergraduate in any American college or university. Stories must contain not less than 3000 words. Three copies of each story must be submitted; they must be mailed flat, each story marked with the author's pen-name and accompanied by sealed envelope containing real name, class, and a certificate of the college registrar that contestant is a regularly enrolled undergraduate in that institution; this must be stamped with the official seal of institution. Prize-winning story will be published in *The Parchment*, the Quill magazine. Manuscripts must be received before midnight February 15, 1935, and are to be addressed to the High Chronicler of Quill, Mrs. Ethelyn M. Hartwich, 511 Broadway, Tacoma, Wash. Further information may be obtained from the High Chancellor, Dr. John D. Cooke, University of Southern California, Los Angeles.

W. D. Batchellor, 844 Ramona Ave., Salt Lake City, Utah, announces that for twelve months he will pay a monthly prize of \$5 in cash (or \$10 in trade) for the most interesting and informative letter, slogan, or essay, regarding any phase of stamp collecting as a hobby. Entries should be marked "Contest Letter" and may be submitted on a postcard. There is no length limit. Prize-winners will be published in *Linn's Weekly Stamp News*, Columbus, Ohio.

The Julia Ellsworth Ford Foundation announces that \$1200 will be given annually in prizes for the best original manuscripts of stories and plays for children. First prize is \$500; second, \$300; third, \$200; fourth, \$100; fifth, \$50; sixth, \$50. This year's contest will close February 1, 1935. Manuscripts should be typewritten and accompanied by return postage. The stories or plays must be in manuscript form, and the number of words is unlimited. The 1934-35 judges are Dr. Edwin Starbuck, Dr. Ford Piper, Dr. Hardin Creig, Chancellor Bowman of Pittsburgh University, and Percy MacKaye. The contest is open to all. Submit to the Foundation, 523 H. W. Hellman Bldg., Los Angeles, Calif.

The eighth annual contest of the International Mark Twain Society has been announced. A prize of \$25 is offered for the best essay of approximately 1000 words on the subject, "Mark Twain's Centenary: 1835-1935." Essays should be addressed to Cyril Clemens, President, International Mark Twain Society, Webster Groves, Mo., and should reach him by July 1, 1935.

Story, 20 E. 57th St., New York, announces its second annual short-story contest for college students. A first prize of \$100 and second of \$50 will be awarded for the best stories submitted. Contest is open to all registered students of colleges and universities in the United States, but selection by qualified judges at the various institutions will limit the entries to two from each campus. Entries must be in the hands of the editors by April 1, 1935. The winning story will be published and others of unusual merit will be considered for possible publication.



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With nearly 14 years' successful experience in selling thousands of manuscripts through personal contact with the New York editors, I feel I can help **you** with your writing and selling problems.

IT WILL PAY YOU to employ this practical professional help. I charge a nominal reading fee of 50¢ per thousand words, minimum of \$2.00 on any manuscript. Books: 30-60,000 words, \$15.61-80,000 words, \$17.50; 81-100,000 words, \$20.00. This covers a complete criticism of your manuscript if it falls short of editorial standards. As soon as we sell \$1,000. worth of your work, reading fees are waived. Commissions are 10% on American, 15% on foreign sales.

August Lenniger
Literary Agent
45 West 45th St.
New York, N. Y.

We sold these cover-featured stories for \$1,350.00.

The Modern Thinker, 310 Riverside Drive, New York, announces an essay contest open to all graduate and undergraduate students of American universities and colleges on the subject, "Needed: A New American Philosophy of Life." Awards of \$25, \$15, and \$10, respectively, will be made to the writers of the three outstanding essays, and the winning essay will be published in *The Modern Thinker*. All papers should be in the hands of the Contest Editor not later than midnight, December 31, 1934.

The Nobel Prize for literature for 1934 has been awarded to Luigi Pirandello, Italian novelist and playwright. Pirandello, 67 years old, with D'Annunzio, is called the greatest living Italian author, in spite of the fact that his most recent opera was banned by Mussolini. His best-known work is the play, "Six Characters in Search of an Author."

Coward-McCann, Inc., 55 5th Ave., New York, book publishers, have announced a prize of \$50 to be paid to the person who writes the best answer to the question, "Would Stevenson have written it this way?" The question relates to a new book written by D. Howden Smith under the title, "Alan Breck Again." The historical facts for the book were collected by the late Andrew Lang and handed over to Robert Louis Stevenson, who intended to use them in a novel, but did not live to write it. Letters must not exceed 500 words and must be postmarked not later than January 15th.

Trade, Technical and Class Journal Department

JOHN T. BARTLETT, EDITOR

SALESMANSHIP IN FOLLOW-UP

THOSE readers who have sold merchandise over the counter or in the home know that while buyers incline to types, no two running are alike. We are brief, respectful, with one; talkative and commanding with another. We deal, adapting our conduct to the individual, with prejudiced, suspicious, conceited, contemptuous, inexperienced, sharp, stupid, bold, timid, men and women. Some prospects have plenty of time for us; others, we must sell quickly, under great interviewing difficulties, or not at all. There are some we call princes, and others, "chiselers," or worse.

We early learn, of course, that we can't select a type of prospect we happen to like, and disregard all others. There are never enough of our favorite type! So, more or less philosophically, we try to take prospects as they come.

When we put articles in the mail, we are salesmen. The editors we must deal with are buyers; and if we deal with very many, there is at least one for every adjective used above.

In all our relations with editors, we must remember that we are *salesmen*.

This brief sermonette is inspired by a letter we have just received from a well-known business paper editor. "We are sending a check to A—B—, along the lines you suggest," he writes. "The letters he wrote in this matter were so scurrilous that both Mr. —— (publisher) and I refused to answer them. There are two sides to this story, as I could convince you if there were any purpose to be served in writing a lengthy letter."

With the aid of THE AUTHOR & JOURNALIST, this correspondent obtained an adjustment. We are sure he had no legal case. He is in the position, however, of probably having permanently lost entree to an important market. Judging from the letter of complaint we received, we can believe the adjective "scurrilous" was probably justified.

Article writers have innumerable complaint-adjustment situations to handle, and they don't always, by any means, botch the job. One business writer had prepared several articles, on assignment, for a prominent national magazine. Months went by without acknowledgment of any kind. He queried, was informed the office "had no record."

Being a salesman, this writer simply "tried something else." He wrote again, suggesting that the articles might have gone into a special file on the subject. And behold! Now the editor writes with apologies. The writer's hunch has proved correct. However, the magazine is no longer interested in the subject, and probably will never use the articles. What will the writer take in settlement?

Our friend proposed a 60% figure, with the proviso that, if articles are used, the deficiency be made up. The incident closes with payment made, and a flourish of trumpets.

Rules from the practice of writers who observe salesmanship in correspondence:

Never be "cocky" in inquiring about an unacknowledged and unreturned manuscript. Remember, you probably submitted it without invitation.

Make your letters as brief as possible. Writers, be-

cause of their facility with words, write the longest complaint letters business concerns ever receive. On the average, they should be cut 75 per cent.

Never use an "accusing" tone. A cordial letter giving a "busy" editor an "out" for his carelessness is salesmanship.

The art is to keep the editor convinced, in spite of your follow-ups, that you are a kindly, patient individual.

The editor who "never writes letters" can sometimes be handled with a return postcard. All he has to do is to sign his name, or check a statement, then drop card in "outgoing" mail.

Unless you are like a certain Texas writer, follow the practice when "hot" of writing that kind of a letter, never, however, to be sent. Come around a few days later, and write coolly. The San Antonio man, given this advice, told us it didn't fit him, because the longer he waited to write, the hotter he grew!

What is the worst sin in letter salesmanship? It is "calling names," insinuating dishonest motives. And writers offend in it altogether too often. You may have to threaten suit, but you can do so like a gentleman.

In fact, we suggest a standing rule. Tempted to "call names," don't—and tell THE AUTHOR & JOURNALIST about it.

LITERARY MARKET TIPS

In the Trade, Technical and Class Journal Field

Modern Plastics, 425 Fourth Ave., New York, is a new magazine published by Breskin & Charlton Publishing Corp. *Plastic Products*, formerly published at 25 Spruce St., New York, has been absorbed by and combined with it. Material is used on plastic materials, lacquers, artificial leather, etc. Rates and methods of payment not at hand.

The Keystone, Philadelphia, Pa., is now located in the Real Estate Trust Bldg. Former address was Mt. Airy P. O. Very little material is being purchased at this time, and payments are still due for most of the editorial matter published in 1934. J. Freeman Swett is editor.

Radio Merchant, 420 Lexington Ave., New York, ceased publication with the October 15 issue. It has been sold to Henderson Publications, Inc., 5941 Grand Central Terminal, publishers of the *Radio & Electric Appliance Journal*.

The Cracker Baker, 45 W. 45th St., New York, announces that it can use regular correspondents in cities where it is not now represented. L. M. Dawson, editor, pays 30 cents an inch for published material.

Architectural South, 204 Palmer Bldg., Atlanta, Ga., is a new monthly for architects in seventeen Southern states.

Motor Transportation, 663 Skinner Bldg., Seattle, Wash., a news magazine published in the interests of the commercial motor traffic industry of the Pacific Northwest, will extend its territorial coverage, with the December issue, to include Washington, Oregon, Idaho, Montana, Wyoming, Utah, California, Arizona, New Mexico, Nevada, and Colorado.

Hotel Industry, formerly at 143 W. 44th St., New York, is now located at 1370 Sixth Ave.

Pacific Road Builder & Engineering Review, New Call Bldg., San Francisco, Calif., is the new name of *Pacific Street & Road Builder*.

Toys and Novelties is now located at 307 N. Michigan Ave., Chicago.

Retail Furniture Selling, 222 N. Bank Drive, Chicago, has gone into bankruptcy. The receiver is Edwin Buell, 105 W. Monroe St., Chicago, with whom all claims should be filed. Ken Ford, former editor, is editing *Retail Digest*, another tabloid furniture paper, published by the National Merchandising Service, Merchandise Mart, Chicago, which has purchased the name of *Retail Furniture Selling* and certain assets.

American Druggist, Motor, and American Architect are now located at 572 Madison Ave., New York. Their former location was 57th St. at Eighth Ave.

Liquor Store and Dispenser is a new retail liquor magazine to be launched by Conover-Mast Corporation, 420 Lexington Ave., New York.

Wine and Liquor Profits is a new pocket-size publication being brought out by the publishers of *Middle Criterion*, 400 W. Madison St., Chicago. Circulation will be among package liquor store operators and operators of bar and table service outlets. A. B. Greenleaf is editor.

Pictograph News Service, 167 W. 48th St., New York, is reported by a contributor to be paying no attention to letters concerning an article offered months ago. When the story had been out some weeks, a letter was written inquiring about it. The reply was to the effect that the article had been submitted everywhere and everywhere rejected, but that if it came back from its last "out" it would be returned. Since then, no article—no word of any sort.

Popular Mechanics, 200 E. Ontario St., Chicago, wrote a contributor that it is not interested in anything pertaining to the use of cigarettes or liquor, neither does it wish arrangements or mechanisms used within a store. Contributors also were warned that a story or photograph must appeal to men rather than to women.

Automotive Electricity, 480 Lexington Ave., New York, announces rates of $\frac{1}{2}$ cent up, instead of 1 cent minimum. Payment is made on publication.

Liquor Store and Dispenser, 205 E. 42nd St., New York, is a new de luxe trade paper for wine and liquor retailers, hotels and restaurants, in the market for illustrated merchandising articles, up to 1200 words. Hartley W. Barclay, also editor of *Bowne's Wines & Spirits*, same address, is editor.

A. A. A. Travel, Pennsylvania Ave. at 17th St., Washington, D. C., pays 1 cent a word for travel stories of unusual character—stories of motoring over strange routes—of exciting motoring adventures. F. K. Buschman is editor.

American Motorist, Pennsylvania at 17th St., Washington, D. C., wants true descriptive stories with motoring interest, stories of unusual motor trips, experiences of rare character, up to 1800 words. F. K. Buschman, editor, pays 1 cent a word on publication.

A common complaint from writers is that editors frequently return carefully prepared and shipped articles in a damaged condition. Two complaints recently received cover *Dry Goods Merchants Trade Journal*, 507 W. Tenth St., Des Moines, Ia., which returned manuscripts clamped together with a wire brad, necessitating rewriting, and photographs without backing to prevent crushing; and *House Furnishing Review*, 1170 Broadway, New York, which returned manuscripts with every first page rubber-stamped, and bearing notations in colored pencil.

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Denver, Colo. Prompt Mail Service for Publishers and Authors.

American Business is the new name for *American Salesman*, 4660 Ravenswood Ave., Chicago. Thirty-five dollars is paid on publication for 2000-word articles giving concrete examples of business success in the manufacturing field.

Syndicate Store Merchandiser, 953 Broad St., New York, though limited in space, does use occasional articles by managers of limited-price variety chains, on various phases of store management; short illustrated articles on syndicate store displays (about 100 words), and good, sharp, glossy 5 x 7 photographs of good syndicate store displays. H. F. Bourne, assistant editor, advises, however, that photographers make arrangements in advance before submitting pictures, and states that both the photos and the negatives are used. He also suggests that writers query before submitting. P. J. Beil is editor. H. F. Bourne, assistant editor. Rate paid is $\frac{1}{2}$ cent a word, on publication.

Bakers' Helper, 330 S. Wells St., Chicago, M. A. Morris, associate editor, writes: "For some time we have been obliged to return practically everything which has come in to us from outside sources, because of current conditions in the publishing business. We are getting in such a quantity of material which calls for immediate publication that it is just about impossible for us to schedule and make sure that we can use the schedule when publication date comes. As a result of this condition, the majority of submitted manuscripts are being returned promptly, in justice to the senders."

Beer Selling, Milam Bldg., San Antonio, Texas, asks that its listing be not included in this month's Handy Market List.

The National and American Miller is now located at 330 S. Wells St., Chicago. Several contributors have reported it very slow in paying for manuscripts.

THOSE MANUSCRIPT FAULTS WHICH PREVENT SALES

Patre
**The Author and Journalist Will Help You
Eliminate Them**

One of the giants of the automobile industry was asked, "Which is the most important part of an automobile?"

The reply was quick, decided. "The most important part or factor of anything is the faulty part—the part that isn't just exactly right."

The Author & Journalist criticism staff draws an analogy. As with automobiles, so with short stories, articles, verse. The most important part is the faulty part.

The faulty part may be of plot or of development. It may consist in the viewpoint, or in the unconscious use of a taboo. There are hundreds of things which may be at fault.

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